SEPTEMBER 28, 1959 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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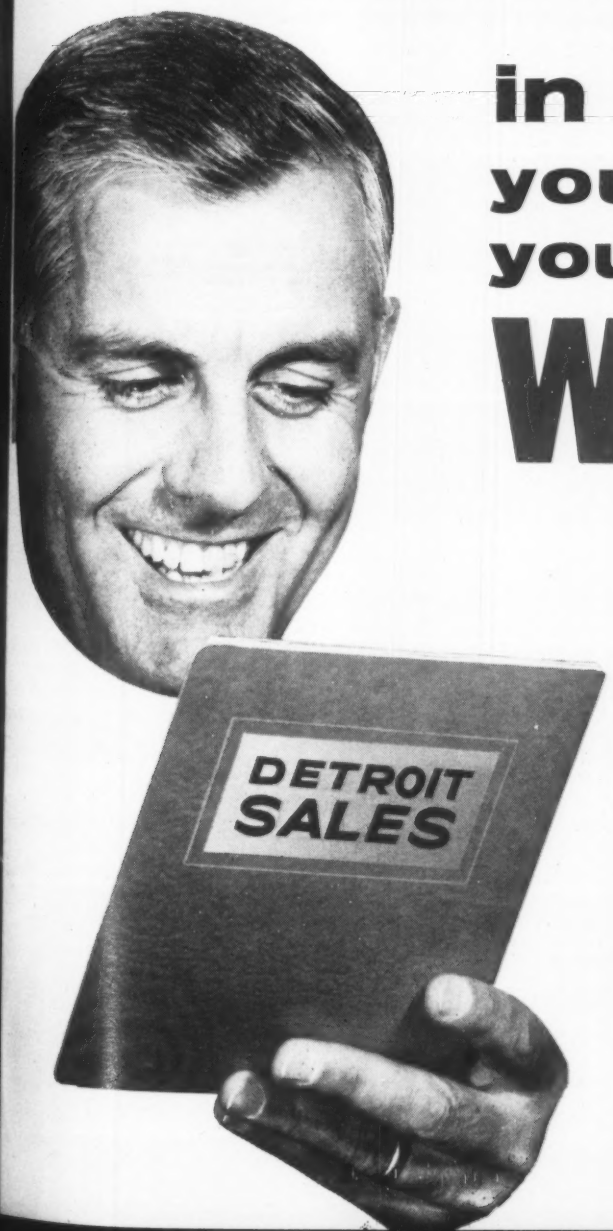

in DETROIT...
you know where you're going with
WJBK-TV

CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Department Store Sales ..... UP 17.5%
New Car Sales ..... UP 76.5%
Factory Payrolls ..... UP 26.3%
Car and Truck Output ..... UP 66.7%

And UP is definitely the word for WJBK-TV viewers

August ARB UP to 36.5% of Audience! 28% HIGHER than any other Detroit station! Among the three HIGHEST CBS AUDIENCE SHARE in any 4-or-more station markets.

WJBK-TV continues its 10 year dominance of the nation's fifth market:

1,900,000 TV homes . . . $9-billion in purchasing power!

a STORER station

CALL KATZ or
STORER NATIONAL SALES OFFICES
625 Madison Ave., N.Y. 22
230 N. Michigan Ave.
Chicago 1

NO MATTER WHAT TIME IT IS . . .

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Whether it's mid-morning or 4:00 P.M.* when the KVTV Players stage one of their special production intros to the "My Little Margie" show. Such quality programming results in more viewers.

No matter what time it is right now, call your Katz man. Ask to see his latest ARB which proves why KVTV is the best buy in Sioux City.

*The KVTV Players feature Roland King and are directed by Jim Henry. These talented players are available for the production of special "live spots" to add "more sell" to your sales message, thus increasing the sale of your product in Sioux City.

KVTV

CHANNEL 9 • SIOUX CITY, IOWA

CBS • ABC

PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia
WNAX	Yankton, South Dakota

MIDGETS, MERMAIDS AND ELEPHANTS P.T. BARNUM

An American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman but above all, Old P.T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

KBOX DALLAS

WIL St. Louis
KBOX Dallas
WRIT Milwaukee

THE BALABAN STATIONS

In tempo with the times

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman

11th year of telecasting in the public interest

We are pleased to announce, as we enter the fall of our 11th year, that finer programs than ever are to be broadcast on WGAL-TV. To our friends, viewers and advertisers, we pledge for the future, a strict adherence to this long-established policy—programming planned to improve, entertain, inspire, educate and satisfy the many communities we serve.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc., New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

For sale or trade • NBC executives concerned with station ownership matters expect to be kept busy for some time analyzing anticipated flood of sale or swap propositions resulting from anti-trust consent decree divesting NBC of Philadelphia stations. Markets which NBC will find most attractive as alternatives to Philadelphia are San Francisco, Detroit and Boston. Network is not under pressure to make quick deal. It doesn't have to get out of Philadelphia until Dec. 31, 1962 (story page 35).

How much can NBC get for its WRCV-AM-TV Philadelphia? Speculation last week went as high as $20 million. That was price CBS paid Philadelphia Bulletin *last year for WCAU-AM-FM-TV—but that property had better real estate than NBC's Philadelphia facilities. Footnote: There's one hitch—probably slight one—that could stall NBC sale of WRCV-AM-TV. Licenses of those stations are now under protest by Philco at FCC, and that matter has to be cleared up before NBC can unload.*

Day watch • Daytime television business—and business practices—are going to be scrutinized more extensively than ever before. Broadcast Advertisers Reports plans shortly to start expanding its daytime monitoring into 50 additional markets. These are same 50 that BAR added last year for nighttime monitoring. It plans to add daytime checking at rate of 12 to 15 markets per quarter, starting in October. With 25 markets already monitored day and night by BAR service, expansion will bring total to 75. Monitoring averages better than one week per market per quarter.

CBS stereo • Am stereo system which CBS Labs showed CBS Radio affiliates last week (story page 30) has been kept under wraps, and not much technical information was given affiliates. But it's learned total signal of both stereo channels is transmitted by am, so any standard set can receive normally. Signal containing stereo component is sent in special modulation (which CBS Labs calls "modified quadrature modulation") which can be received only by special gear hooked to standard set. Together, they add up to stereo. System soon will be shown to FCC.

A uhf lobby? • There's speculation, but solely in quizzical way, whether FCC's engineering staff is trying to "sell" uhf to commissioners. Question first arose several months ago when Chief Engineer Ed Allen submitted paper on virtues of uhf, particularly on how number of uhf transmitters could cover larger metropolitan areas. Question was revived with stronger emphasis last week when it became known that Technical Information Chief William Boese had submitted suggestions on complete overhaul of tv standards (see page 108).

Floating turntable • Radio authorities in Sweden and Denmark are trying—so far futilely—to figure way to eliminate competition from radio station on board ship which stays in international waters off their coasts. Floating station plays U.S. recorded music, attracts audiences in both countries, sells time which bothers non-commercial, government-operated radio systems of Sweden and Denmark. Ship has changed registry several times, was under Panamanian flag at latest check.

Gray reaction • Word now is that new tint (as opposed to full-color) tv technique which RCA has been testing will probably be put aside to simmer for while. Tests were run via RCA-NBC's WRCV-TV Philadelphia. Public reaction, solicited as part of tests, ran hot, cold and in-between. It's not official, but feeling seems to be that returns were not exciting enough to warrant further tests now. Process, called Electronic Color Effects, causes pictures on conventional black-and-white sets to come out in overall tint of red, blue or green, depending on color information fed into transmission.

Slow changes • Don't look for major, one-gulp policy revision at FCC as sequel to Congressional amendment of Sec. 315, political broadcasting law. Way things stand now, FCC will apply new law as cases develop—and some commissioners expect there'll be problems in interpreting what constitutes the types of news programs now exempted from equal time requirements.

Corner cutters • In revived negotiations with ASCAP over portions of new radio music license contract (BROADCASTING, Sept. 21), All-Industry Music Committee is up against problem that's making life difficult. ASCAP apparently isn't just talking when it charges that some stations have been cutting corners by deducting, one way or another, more than they're entitled to take off their revenue totals before figuring payments due to ASCAP. Broadcasters say this may be true in some cases, but call them exception rather than rule and insist that ASCAP should not be allowed to capitalize by penalizing non-guilty majority, too.

Odd thing is that ASCAP apparently is in bind on very same question. It's allowed these infractions to go unchallenged for years. This raises in some minds (including, reportedly, some ASCAP minds) question whether, under ASCAP consent decree's equal-to-all requirements, all licensees must not be allowed to make these same deductions.

Murrow's schedule • Edward R. Murrow, now in Europe, will undertake maximum of 26 specials for CBS-TV during 1960. That's outside limit he has set, and in Copenhagen last week, on tour of Scandinavia, Mr. Murrow expressed some worry he could turn out as many as that but said he would try. Working with him will be long-time coproducer, Fred Friendly.

Hausman successor • With Lou Hausman leaving CBS Radio as advertising and promotion vp to become TIO director (see page 29) first speculation on his successor in network post centered on Louis Dorfsman, director of art, advertising and promotion.

London tape center • NBC news has hopes of stepping up flow of tv news material from Europe by setting up permanent video tape center in London. Plans would call for various European countries to feed film coverage on regular schedule to tape center where it would be taped for transmission to NBC New York via aircraft or by slow-scan on transatlantic cable. Some of NBC's coverage of President Eisenhower's recent European visit was handled in this fashion. Gene Juster, manager of NBC news film operations, attended European Broadcasters Union meeting this month to talk with representatives from European countries about participation.

30-minute future • Top media executive who asks anonymity, because of his agency's client, sees long-range danger of television "squeeze" developing on national advertisers and their agencies. On one hand, he points out, network tv is pushing high-budgeted specials and hour-long programs, while on other, advertisers appear to be seeking spot as basic medium. He questions: Where do these pressures leave advertiser of 30-minute show? Is half-hour network program doomed?

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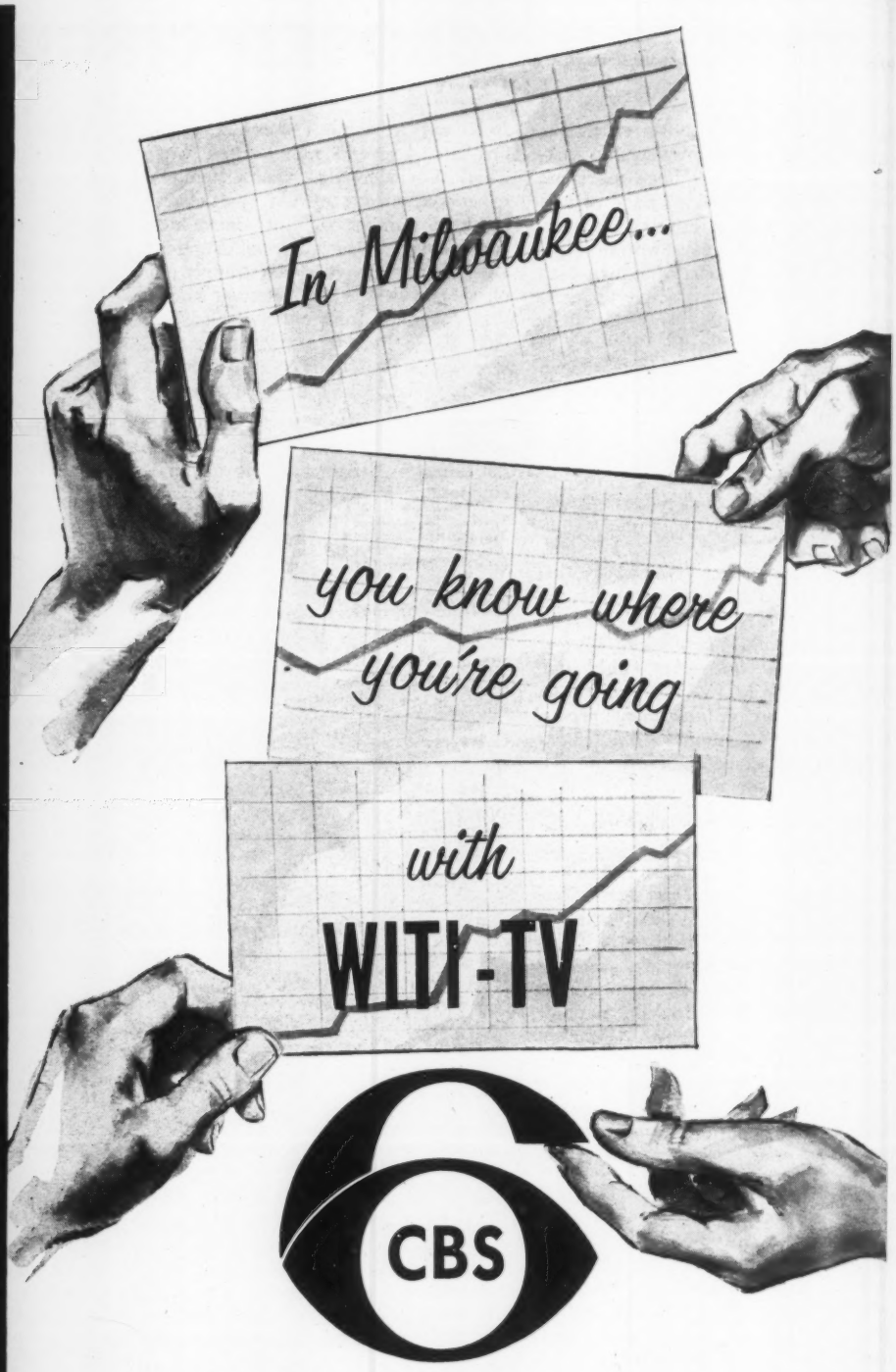
OVER
3,000
FEATURE
FILM
TITLES

CBS

MORE
THAN
ALL
OTHER
STATIONS
COMBINED

CBS

MGM
•
RKO
•
20th CENTURY
FOX
•
ALLIED
ARTISTS
•
PARAMOUNT
•
UNITED
ARTISTS



EXPERIENCED HANDS to help build your sales in one of America's most prosperous markets. Call BLAIR today for top rated minutes.

a **STORER** station

National Representatives
BLAIR TELEVISION ASSOCIATES

WEEK IN BRIEF

MR. HAWKS

Untapped news market: those over 60 • There are more people in the over-60 market than in the teenage market, but the latter seems to get most of the attention of radio programmers. Especially for news, there is a big potential audience among the senior citizens, according to Marshall Hawks, vice president and radio-tv director, Emery Advertising Corp., Baltimore. The sales potential is explored in this week's MONDAY MEMO. Page **19.**

NBC signs antitrust consent decree • Justice Dept. puts hobbles on NBC station purchases and station representation; provisions in consent judgment filed in antitrust suit order network to dispose of Philadelphia stations, limits freedom to acquire new stations and to add new stations to spot rep list. Page **35.**

What's ahead in tv programs • Appraisal of over 30 tv programs set for 1959-60 season indicates a trend that may be a formula for future years: a large base of adequate, mass-appeal, commercial productions, liberally sprinkled with high-budget, quality specials. Page **43.**

Tv billings at a glance • More than $624.7 million at gross rates invested in network and spot combined in first half of year. Procter & Gamble, Lever and American Home Products are heavy-spending trio in July. Tabulations and reports by TvB. Pages **73** and **78.**

What an agency wants • Ed Fitzgerald, J. Walter Thompson Co., says rate trickery can put agency in an embarrassing position and make it gun-shy in budget allocations. Page **80.**

The place of public service • Westinghouse Broadcasting Co.'s third local public-service program conference upholds the importance of individual creativeness and reviews ways to improve programs. Page **89.**

Five famous voices • Noted figures in arts and science tell broadcasters at Westinghouse public-service conference they are shaping destiny by molding opinion and keeping public informed. Page **90.**

Radio profits take a beating • Radio revenues for 1958 inch up to $523.1 million, but profits slumped badly to $37.3 million—down 37.1%. Total radio-tv broadcast revenues hit $1.6 billion, up 6.3%. Page **96.**

New entry in clear situation • FCC asks comments on proposals to duplicate all Class 1-A clear channels with widely scattered Class II stations; terminates daytime skywave proceedings with additional pre-sunrise-sunset protection for dominant stations. Page **106.**

Staffer offers new tv approach to FCC • New suggestions made to meet tv allocations problem; overall tv standards, or at least study feasibility of this move. Improved techniques may breathe life into uhf, says FCC's William C. Boese. Page **108.**

WHDH vindicated on ch. 5 • Special Examiner Horace Stern finds no wrongdoing by *Boston Herald Traveler* or by former FCC Chairman George C. McConnaughey in 1957 tv grant, sees no grounds for setting aside award in initial decision. Page **112.**

DEPARTMENTS

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OUR RESPECTS 137
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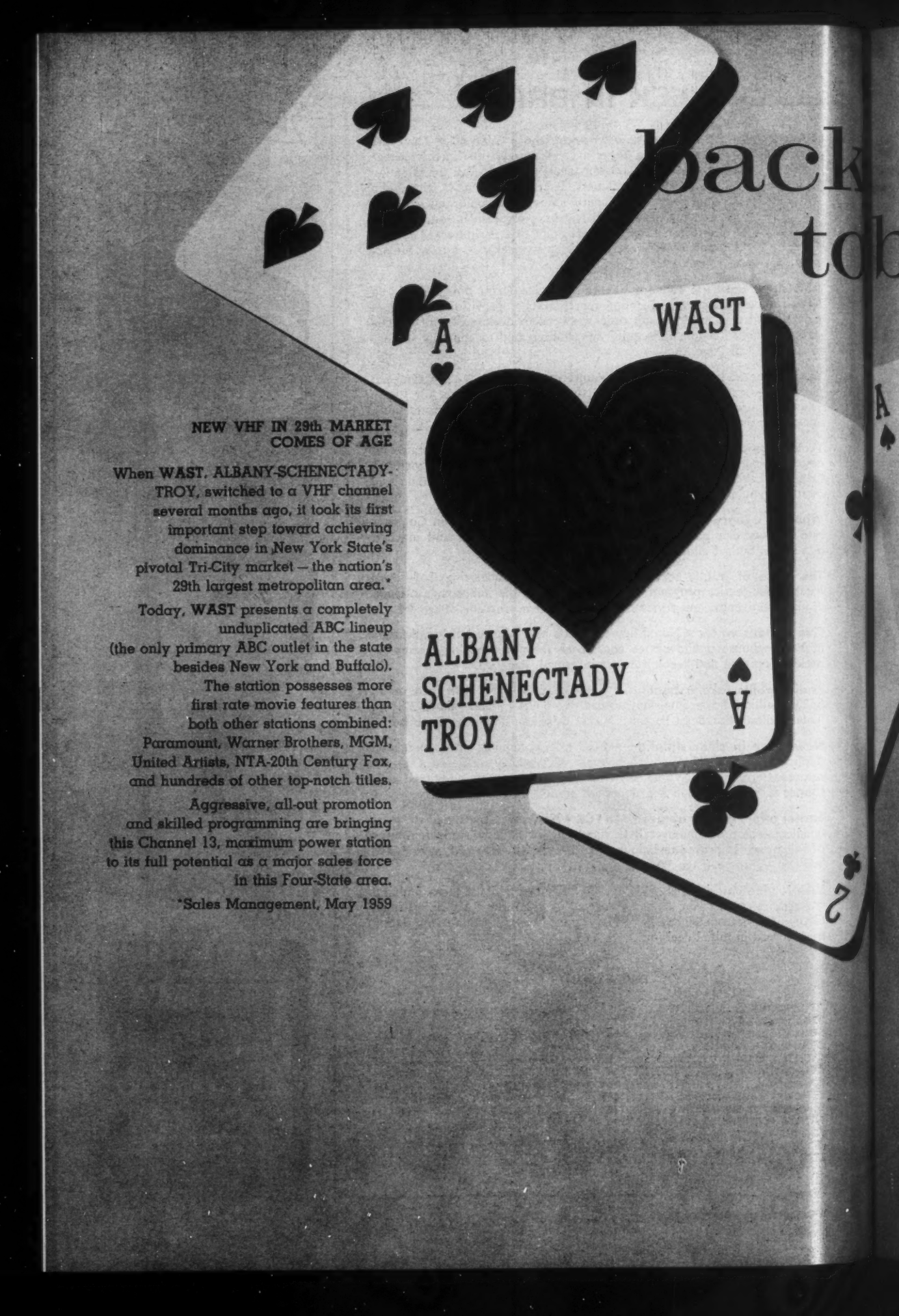
four markets combined into one economical purchase... 374,145 sets!

WEST TEXAS
TELEVISION NETWORK
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS
KICA-TV
CLOVIS, NEW MEXICO
NATIONAL REPRESENT'VE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr.



NEW VHF IN 29th MARKET COMES OF AGE

When **WAST**, ALBANY-SCHENECTADY-TROY, switched to a VHF channel several months ago, it took its first important step toward achieving dominance in New York State's pivotal Tri-City market — the nation's 29th largest metropolitan area.*

Today, **WAST** presents a completely unduplicated ABC lineup (the only primary ABC outlet in the state besides New York and Buffalo). The station possesses more first rate movie features than both other stations combined: Paramount, Warner Brothers, MGM, United Artists, NTA-20th Century Fox, and hundreds of other top-notch titles.

Aggressive, all-out promotion and skilled programming are bringing this Channel 13, maximum power station to its full potential as a major sales force in this Four-State area.

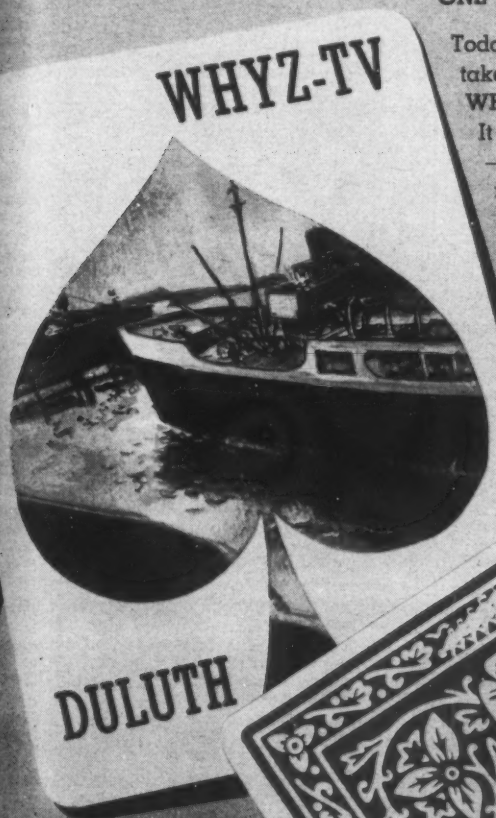
*Sales Management, May 1959

back...

ONE GOOD CHANNEL DESERVES ANOTHER

Today, September 28, 1959, a new channel takes to the air in DULUTH-SUPERIOR:
WHYZ-TV, CHANNEL 10
It follows closely another channel — the St. Lawrence Seaway — which will make Duluth a deep-water port able to handle world-wide shipping. The Seaway is expected to more than double Duluth's present port tonnage and catapult it into the major market listings.

WHYZ-TV, operating at maximum power of 316,000 watts from a 1000 foot tower, will bring the complete ABC lineup to this burgeoning market, plus the finest in feature and syndicated films.



...AND AN Ace IN THE HOLE

WHYZ-TV and **WAST** announce the appointment of

H-R *Television Inc.*

as exclusive national representative,
effective immediately.

Robert E. Eastman
President
Robert E. Eastman
& Co., Inc.

Salesmanship

A powerful and meaningful word to all business and industry.

In the broadcasting field salesmanship is especially demanding.

Our product is an intangible. It must be sold with an exceptional capacity for interpretation.

And with ideas.

As a sales agent, our company's business is 100% salesmanship.

We believe that the name "salesman" is a proud title.

We believe that skilled salesmanship is a rare and highly valued accomplishment in business.

Continuously better selling is needed in our business so we are renting this space each week from Sol Taishoff to express openly our ideas on selling and our medium.

We want your ideas, too. Please send them to me. Let's make this space a springboard for better salesmanship.

Bob

robert e. eastman & co., inc.

representing major radio stations

WNEW •	WIL •	KLAC •	KJR •	KXL
KNEW •	WRIT •	CKLW •	WHBQ •	KXOL
KBOX •	WING •	WCOL •	KDEO •	WARM
KQEO •	WPTR •	WSBA •	WAAB •	WKLO
KLEO •	WEEP •	KTOK •	WSAV •	KSYD
	WAMS •	KXLR •	WZOK	

A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Sept. 27-29—Assn. of Independent Metropolitan Stations, Hotel Roosevelt, New York.

Sept. 28—Start of eight-week workshop series sponsored by **Chicago Federated Adv. Club and Women's Adv. Club of Chicago.** Nine different clinics are scheduled in such areas as radio-tv, copywriting, publicity and public relations, production, marketing and merchandising, media, art and layout, direct mail and industrial advertising. Tuition for 1959 advertising workshop is $22.50 for single eight session clinic in each category; additional clinics, $5 each. Advance registration being handled at CFAC headquarters, 36 S. Wabash Ave. Lee Ahlswede, vice president of The Buchen Co. (agency), is general workshop chairman.

*Sept. 28-29—**Radio Adv. Bureau** regional management conference, The Villa Moderne, Deerfield, Ill.

Sept. 28-30—Board of Broadcast Governors holds public hearings on new broadcasting station applications and power increases at Board of Transport Commissioners Hearing Room, Union Station, Ottawa.

Sept. 29—Wisconsin Fm Clinic, fourth conference, Center Building, U. of Wisconsin, Madison.

Sept. 29-Oct. 3—Affiliated Advertising Agencies Network international convention, Somerset Hotel, Boston.

Sept. 30-Oct. 1—Illinois Broadcasters Assn. annual meeting, St. Nicholas Hotel, Springfield.

Sept. 30-Oct. 2—National Assn. of Broadcast Employes & Technicians, constitutional convention, Sheraton-Blackstone Hotel, Chicago.

OCTOBER

Oct. 1—Oral argument before FCC on protest by **Philco Co.** against license renewals of **WRCV-AM-TV Philadelphia,** owned by NBC. Philco claims RCA-owned stations are unfair competition since stations are identified with RCA, a competitor to Philco in the radio-tv and appliance fields. Docket No. 13,085.

*Oct. 1—**Los Angeles Advertising Women Inc.,** monthly meeting, Carolina Pines, Hollywood. Panel discussing pay-tv includes J. Neil Reagan, vice president, McCann-Erickson Inc.; Paul McNamara, vice president, International Telemeter Corp. (subsidiary of Paramount Pictures); Richard A. Moore, president, KTTV (TV) Los Angeles. Moderator: Ralph G. Tuchman, president, Harris-Tuchman Productions Inc., Hollywood.

Oct. 2-5—National Sales Executives-International, board of directors meeting, Roosevelt Hotel, New York.

*Oct. 3—**UPI Broadcasters of South Carolina,** Wade Hampton Hotel, Columbia.

Oct. 3—AP Broadcasters of Virginia, John Marshall Hotel, Richmond.

Oct. 3—AP Broadcasters of Ohio, Press Club of Ohio, Columbus.

*Oct. 3—Deadline for entries in **Chicago Art Directors Club's** "best in advertising" awards, to be presented in Grand Ballroom of Conrad Hilton Hotel Nov. 23. All agency tv commercials produced for clients in area bounded by Pittsburgh in east and Rockie Mountains in west in past 12 months are eligible for contest. Entry blanks may be obtained from CADC, 6 E. Lake St., Chicago.

Oct. 4-6—AFA 7th District convention, Roosevelt Hotel, New Orleans, La.

*Oct. 5-6—**Central Canada Broadcasters Assn.** convention, Sheraton-Brock Hotel, Niagara Falls, Ontario.

*Oct. 5-6—**Radio Adv. Bureau** regional management conference, St. Clair Inn & Country Club, St. Clair, Mich.

Oct. 5-7—Institute of Radio Engineers' fifth national Communications symposium, Hotel Utica, Utica, N.Y.

Oct. 5-9—Society of Motion Picture & Television Engineers, 86th semi-annual convention, Statler-Hilton Hotel, New York.

Oct. 5-9—11th annual convention and professional equipment exhibit, **Audio Engineering Society,** Hotel New Yorker, New York. Technical papers from many nations have been submitted for presentation, covering newest theories, developments and achievements in the audio field, including stereo.

Oct. 6-7—Electronic Industries Assn., value engineering symposium, U. of Pennsylvania. Virgil M. Graham, associate director; R. S. Mandelkorn, Lansdale Tube Co., general chairman.

Oct. 6-8—Conference on Radio Interference Reduction, auspices **IRE, Signal Corps** and **Armour Research Foundation,** Museum of Science & Industry, Chicago.

Oct. 6-11—Hearings on tv quiz show investigation by **House Legislative Oversight Subcommittee,** New Office Bldg., Washington.

*Oct. 7—**Radio & Television Executives Society,** newsmaker luncheon. Dr. Howard A. Wilcox, deputy director of defense research & engineering, Dept. of Defense, Washington, speaks on "Electronics and Broadcasting in the Space Age." Roosevelt Hotel's Grand Ballroom, noon.

Oct. 7-9—Canadian Section, Institute of Radio Engineers, annual convention, Automotive Bldg., Canadian National Exhibition, Toronto, Ont.

Oct. 8—International Workshop, **Assn. of National Advertisers,** Savoy-Hilton Hotel, New York.

Oct. 8-9—Advertising Federation of America third district (North Carolina, South Carolina, West Virginia), Poinsett Hotel, Greenville, S.C.

Oct. 8-10—Alabama Broadcasters Assn. fall meeting, U. of Alabama.

Oct. 9-10—Indiana Broadcasters Assn., French Lick, Ind.

Oct. 9-10—North Carolina Assn. of Broadcasters and **American Women in Radio & Television,** fall meeting and area conference, respectively, Sedgefield Inn, Greensboro.

Oct. 9-11—New York State members of American Women in Radio & Television conference, Otesaga Inn, Cooperstown.

Oct. 10—Ohio Assn. of Broadcasters, Athletic Club, Columbus.

*Oct. 11-16—American Institute of Electrical Engineers, Morrison Hotel, Chicago.

Oct. 12-15—National Electronics Conference, 15th annual meeting and exhibit at Hotel Sherman, Chicago, with expectancy of 10,000 attendance and some 266 display booths. Sessions will be held on antennas and propagation, audio, circuit theory, communications systems, computers, microwaves, space electronics, television, transistors, and communication and navigation, among other topics.

*Oct. 13—**Massachusetts Broadcasters Assn.,** University Club, Boston.

*Oct. 13—**Television Film Assn.,** monthly meeting, Masquers Club, Los Angeles. Eliot Bliss, engineer in charge of film quality control for CBS-TV, Hollywood, will discuss transference of tv tape to film.

Oct. 14-17—Radio Television News Directors Assn., 14th international convention, St. Charles Hotel, New Orleans. Among speakers will be FCC Chairman John C. Doerfer and Rep. John E. Moss (D-Calif.), who will discuss broadcast news and freedom of information, respectively.

Oct. 14-17—Radio-Television News Directors Assn.'s annual awards at international convention (see above).

*Oct. 15—**Regional MBS affiliates** (Mid-Atlantic and Northeast) meeting, Philadelphia.

*Oct. 15—Sixth annual publicity clinic sponsored

Tear out along this line.

Tear out along this line.

	SHARE
Boston	73.1%
St. Louis	68.4%
Philadelphia	73.2%
Chicago	88.5%
Los Angeles	75.4%
New York	72.9%
Charlotte	65.5%
Omaha	69.9%
Seattle-Tacoma	63.2%
Albany-Troy	57.6%
Phoenix	57.0%

Source: ARB, Trendex

"Going My Way"

RATING POWER

*Paramount Pictures**

mca
TV FILM SYNDICATION

*PRE-'48

by Publicity Club of Los Angeles, Statler Hotel there.

*Oct. 15-16—American Assn. of Adv. Agencies annual central region meet, Drake Hotel, Chicago.

*Oct. 17—UPI Broadcasters of Wisconsin fall session, Milwaukee.

*Oct. 18-20—Texas Fm Broadcasters, Austin. Bonner McLane of Winn-McLane & Assoc. Inc., Austin, will describe local agency operation and what it needs from fm stations to be able to buy fm time. George Dillman of Business Research Corp., will give a report on taking a pilot survey of audience.

Oct. 18-21—Western Regional Convention, American Assn. of Advertising Agencies, Biltmore and Miramar Hotels, Santa Barbara, Calif. Agenda includes day of closed sessions for member agency management delegates and day-and-a-half of open sessions.

*Oct. 19-22—RCA television studio equipment seminar, including tape recorder, color tv, transistorized switching, cameras, new projectors. RCA Bldg. 2-1, Camden, N. J.

*Oct. 21—Connecticut Assn. of AP Broadcasters annual fall meeting, Waverly Inn, Cheshire.

*Oct. 21—Associated Business Publications annual midwest conference, Drake Hotel, Chicago.

Oct. 22-23—Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 22-23—Kentucky Broadcasters Assn., fall meeting, Phoenix Hotel, Lexington.

Oct. 23-25—Midwest conference, Women's Adv. Clubs, Milwaukee.

*Oct. 23-24—Wisconsin Broadcasters Assn., annual fall meeting, Madison, Wis. FCC Comr. Robert E. Lee will be featured speaker. New officers to be elected, including post of president, now held by Mig Figi, WAUX Waukesha.

*Oct. 24—AP Radio & Tv Assn. of Wisconsin, Madison.

*Oct. 24-26—National Educational Tv & Radio Center, annual meeting of etv station managers, 10 Columbus Circle, New York.

*Oct. 27-30—National Assn. of Educational Broadcasters, annual convention, Hotel Sheraton-Cadillac, Detroit.

Oct. 29-30—Electronic devices meetings sponsored by Professional Group on Electronic Devices, Institute of Radio Engineers, Shoreham Hotel, Washington.

Oct. 29-31—New Jersey Broadcasters Assn., fall meeting, Nassau Inn, Princeton.

*Oct. 30-31—Missouri Broadcasters Assn., Muehlebach Hotel, Kansas City. Gov. James T. Blair is luncheon speaker on 30th. Board of directors meet evening of Oct. 29.

NOVEMBER

*Nov. 1—Annual Edward Petry & Co. promotional seminar, for promotion, research and merchandising executives of Petry-represented radio and tv stations. Starts 3 p.m. Petry Suite in Warwick Hotel, Philadelphia (in conjunction with Broadcast Promotion Assn. convention).

Nov. 2-4—Broadcasters Promotion Assn. convention, Warwick Hotel, Philadelphia. Robert W. Sarnoff, NBC board chairman, will be keynote speaker. Other speakers: H. Preston Peters, Peters, Griffin & Woodward; Adam J. Young, Adam Young Inc., and James T. Quirk, Tv Guide. Jim Kiss, WPEN Philadelphia, program chairman, said agenda will provide maximum exchange of ideas. Panels will be restricted to two participants.

*Nov. 2-6—National Sales Executives-International Chicago Field Sales Management Institute, Pick-Congress Hotel there.

Nov. 4-5—Eastern Annual Conference, American Assn. of Advertising Agencies, Biltmore Hotel, New York. Seven specialized workshops and management events are scheduled.

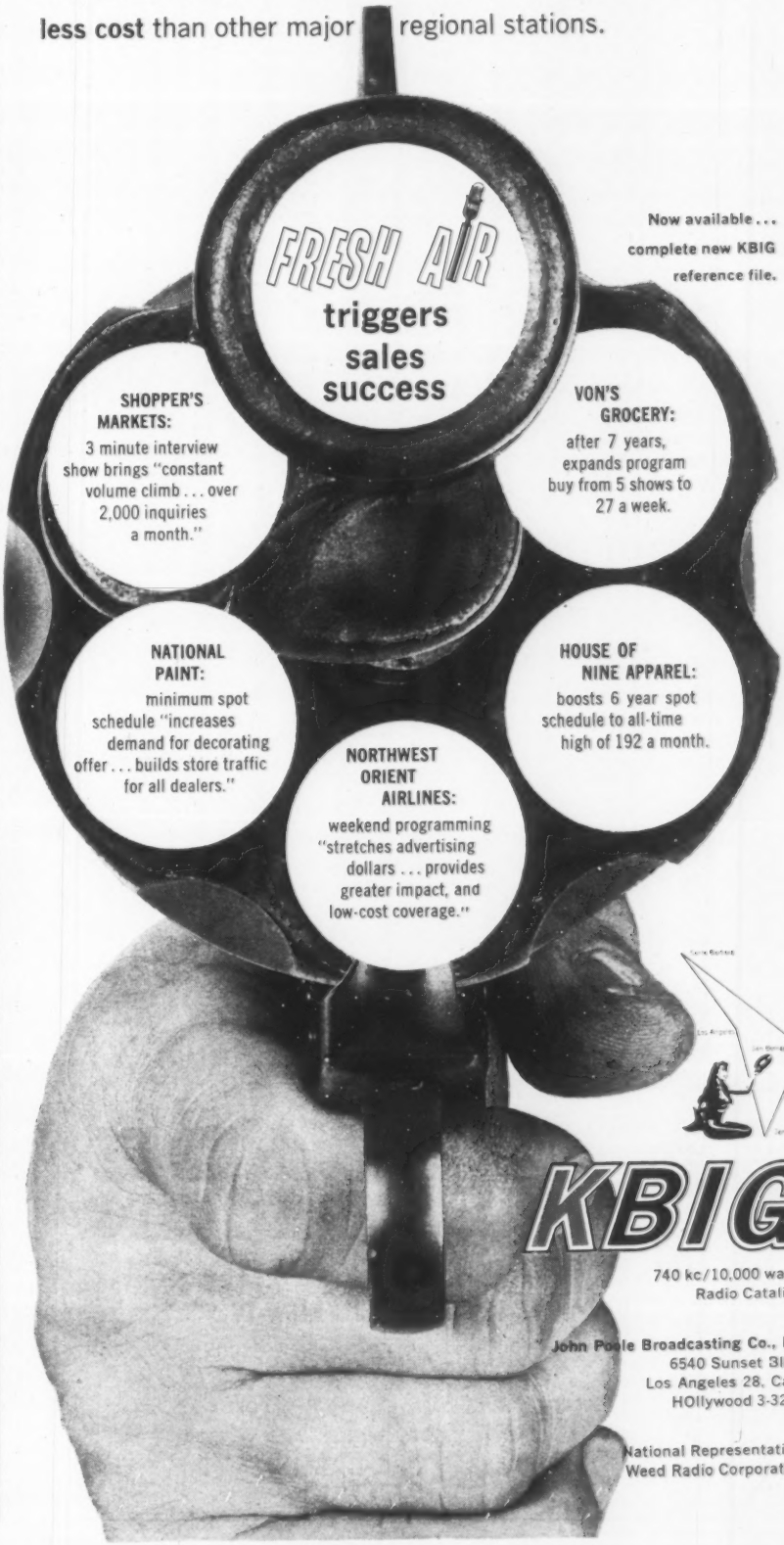
Nov. 8-9—Fall meeting, Texas Assn. of Broadcasters, Texas Hotel, Fort Worth.

Nov. 8-11—Annual fall meeting, Assn. of National Advertisers, The Homestead, Hot Springs, Va.

NAB FALL CONFERENCES

Oct. 15-16—Mayflower Hotel, Washington.
Oct. 19-20—Sheraton-Towers Hotel, Chicago.
Oct. 22-23—Somerset Hotel, Boston.
Oct. 29-30—Dinkler-Plaza Hotel, Atlanta.
Nov. 10-11—Texas Hotel, Fort Worth.
Nov. 12-13—Brown Palace Hotel, Denver.
Nov. 16-17—Ambassador Hotel, Los Angeles.
Nov. 19-20—Olympic Hotel, Seattle.

KBIG is loaded with advertisers who prove good copy and FRESH AIR just **can't miss!** Radio Catalina's **new programming format** is a potent sales weapon... hitting a responsive audience throughout Southern California at an average **71% less cost** than other major regional stations.


FRESH AIR
triggers
sales
success
SHOPPER'S MARKETS:
3 minute interview show brings "constant volume climb... over 2,000 inquiries a month."
VON'S GROCERY:
after 7 years, expands program buy from 5 shows to 27 a week.
NATIONAL PAINT:
minimum spot schedule "increases demand for decorating offer... builds store traffic for all dealers."
HOUSE OF NINE APPAREL:
boosts 6 year spot schedule to all-time high of 192 a month.
NORTHWEST ORIENT AIRLINES:
weekend programming "stretches advertising dollars... provides greater impact, and low-cost coverage."

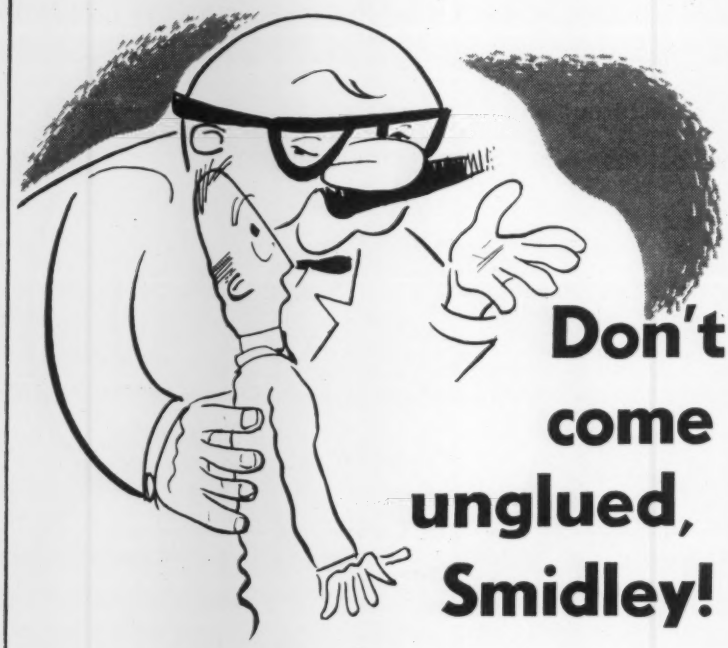
Now available... complete new KBIG reference file.

KBIG

740 kc/10,000 watts
Radio Catalina

John Poole Broadcasting Co., Inc.
6540 Sunset Blvd.,
Los Angeles 28, Calif.
HOllywood 3-3205

National Representative:
Weed Radio Corporation



Don't come unglued, Smidley!

Other timebuyers must have your problem. You've just got to look at this Cascade market a little differently. Sure, it takes a four-station network to do it, but the Cascade's market has more population than Kansas City or Denver. More retail sales than Salt Lake City or Worcester. And don't forget this, Smidley, it's like a giant single station buy. Cascade is the only television serving the whole area.

CBS NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. **KEPR-TV** PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. **KLEW-TV** LEWISTON, IDA.

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Pacific Northwest: MOORE & ASSOCIATES

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ASST. SEC.-TREAS.....Lawrence B. Taishoff

BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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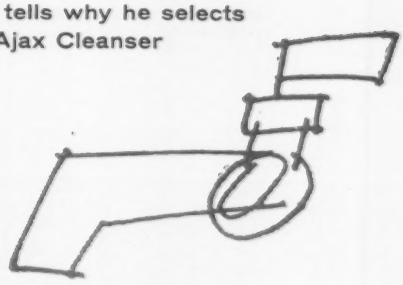
* Reg. U. S. Patent Office

Copyright 1959 by Broadcasting Publications Inc.

Interview: Munay Roffis

McCann Erickson, Broadcast, Media Supervisor tells why he selects WLW-TV Stations and WLW Radio for Ajax Cleanser



"The Crosley Group can help clean up many an advertising problem."

"For all-around know-how from in-store merchandising to on-the-air production the WLW Stations certainly know their business."

"No scouring around for service, the WLW-TV-Radio Stations are always willing to help."

Call your WLW Stations Representative . . . you'll be glad you did!"

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

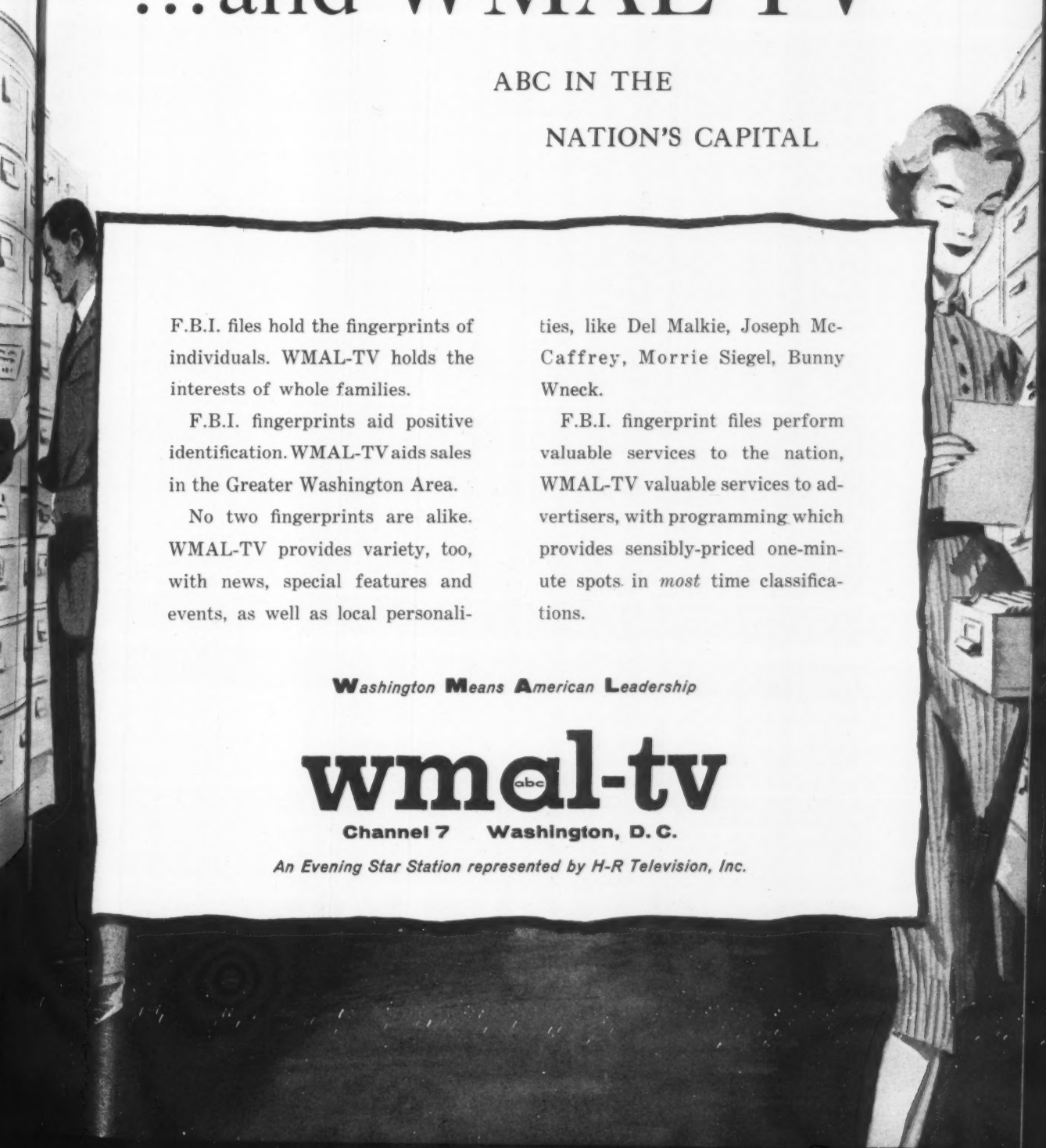
Crosley Broadcasting Corporation, a division of Avco

PRINT
LATENT

LOCAL PRODUCTS:

F.B.I. Fingerprint Files ...and WMAL-TV

ABC IN THE NATION'S CAPITAL



F.B.I. files hold the fingerprints of individuals. WMAL-TV holds the interests of whole families.

F.B.I. fingerprints aid positive identification. WMAL-TV aids sales in the Greater Washington Area.

No two fingerprints are alike. WMAL-TV provides variety, too, with news, special features and events, as well as local personalities, like Del Malkie, Joseph McCaffrey, Morrie Siegel, Bunny Wneck.

F.B.I. fingerprint files perform valuable services to the nation, WMAL-TV valuable services to advertisers, with programming which provides sensibly-priced one-minute spots in *most* time classifications.

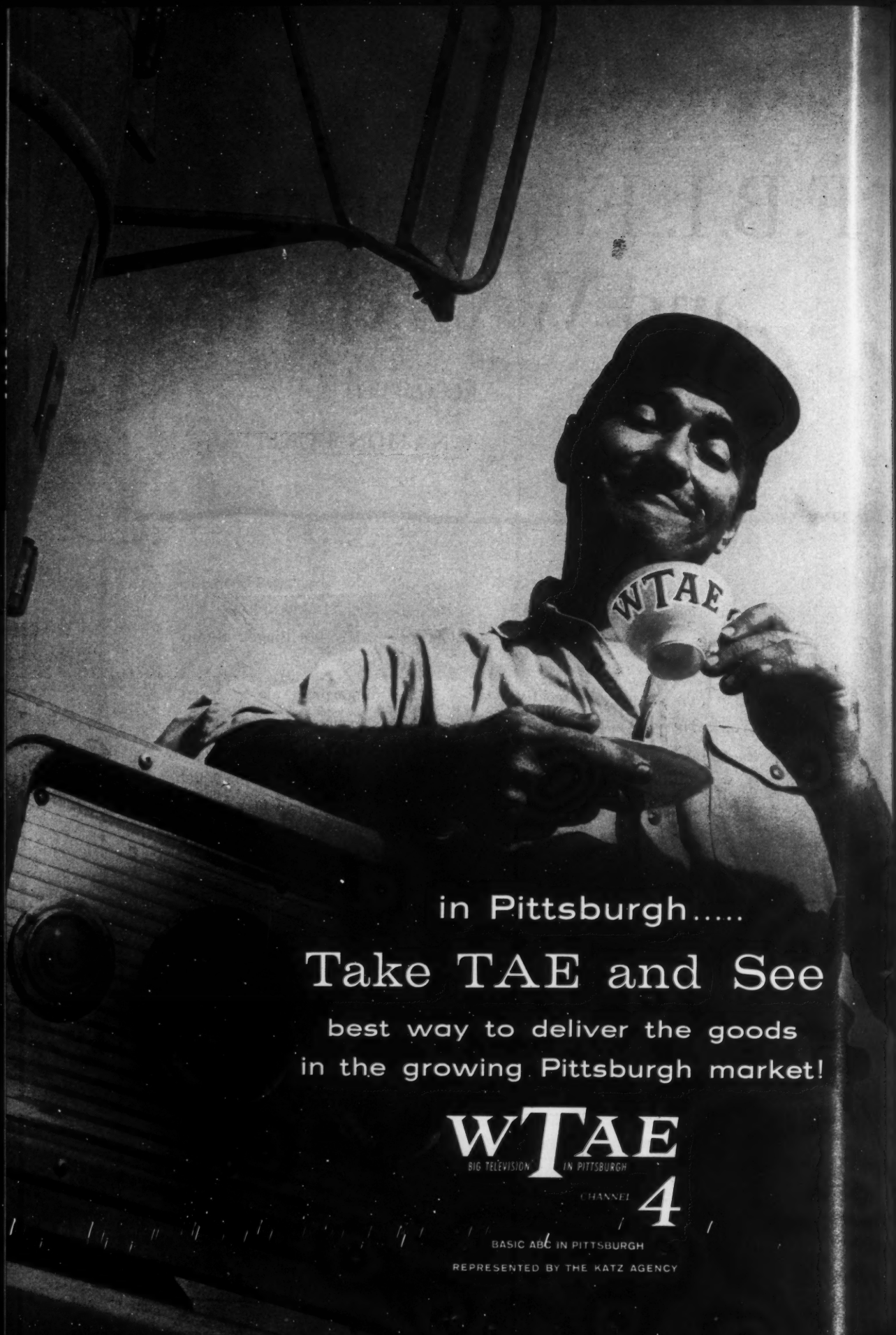
Washington Means American Leadership

wmal-tv

abc

Channel 7 Washington, D. C.

An Evening Star Station represented by H-R Television, Inc.


WTAE
in Pittsburgh.....
Take TAE and See
best way to deliver the goods
in the growing Pittsburgh market!
WTAE
BIG TELEVISION IN PITTSBURGH
CHANNEL 4
BASIC ABC IN PITTSBURGH
REPRESENTED BY THE KATZ AGENCY

MONDAY MEMO

from **MARSHALL HAWKS,** *vice president and radio-tv director, Emery Advertising Corp., Baltimore*

Untapped news market: those over 60

The radio industry is enjoying a halcyon year of spot sales successes. While there may be many reasons for the upsurge of spot activity, the happy program director or station manager is content (and understandably so) to reason that the now humdrum music, news and weather format is what both the public and the advertisers want.

Be that as it may, this little article is going to discuss the 15 minute newscast. The 10 or 15 minute newscast on television is normal, usually placed adjacent to a network newscast of equal length. However, the 15 minute local newscast is becoming a rarity on radio. The quick five minute newscast with only 3½ minutes of actual news has become the norm.

The oldest cliché in the advertising business is to call something a "mother-in-law survey." But a mother-in-law survey will indicate a strong need for programming of 15 minute local news programs on radio.

The simple reason for this need is eyesight. Nearly any man or woman over 60 is experiencing fading eyesight to a certain degree. The unhappy result is that the eight point type on the average newspaper page becomes painful or impossible to read. Consequently they lose touch with local news.

News-starved audience • Couple this with increasingly more time alone —time to think and wonder about local news. The result is a news-starved audience which will become a strongly loyal audience. On a personal note, I talked to a woman in her 70s who was a regular listener to a 15 minute program. She stated that she actively disliked the voice and delivery of the announcer but tuned in, year after year, because it was her only source of local coverage on radio.

The five minute newscasts only teased her with headlines. They lacked details of local happenings, political news, human interest stories, etc.

But is the geriatric market worth worrying about or, more important, worth programming to?

According to the last official census there were 14 million Americans between the ages of 60 and 75.

More oldsters than youngsters. We talk so much about the teen-age market. The same census showed only 10 million between 15 and 19 years of age. We also like to advertise to the "young marrieds." Again there were only 12 million between 24 and 29 years.

Admittedly the peak earning years are over for those over 60, but I maintain that any market of 14 million people is worth cultivating.

Were I programming a station, I would have a 15 minute newscast—completely local in flavor except for national headlines—in the late morning, the early evening and at around 10 p.m.

Marshall Hawks, prior to joining Emery in 1957, had been account executive with W.B. Doner & Co., Baltimore, and before that had operated his own agency in that city. He has been closely identified with broadcast media and production for 15 years. Emery handles both consumer and industrial accounts on the national and regional level. Among its larger users of radio-tv is Family Finance Corp. and its subsidiaries.

The station would find not only an eager audience but an appreciative audience. And I would further recommend that the news not be re-written down to the aged, which is an unfortunate tendency of news rewrite men in their early 20s. Straight news, human interest, local political and so on. Sports would not be important to them, but weather certainly would. Millions of the people are living, at least partially, on dividends, indicating a brief stock market report as part of the news.

Who will buy the news could be a valid question.

If I were the national representative or sales manager of a station with 15 minute newscasts for sale, I think I would pay close attention to the geriatric market and go after the things which elderly people do or must buy.

What you can sell. Here are just a few: nearly any food product, medical products such as tonics, backache remedies, etc, hearing aids, travel services, funeral establishments, health insurance catering to the older groups, and so on. In fact, the news could be presented to its audience on a geriatric basis for nearly any product except expensive luxury products, automobiles and a handful of more "youthful" services or products.

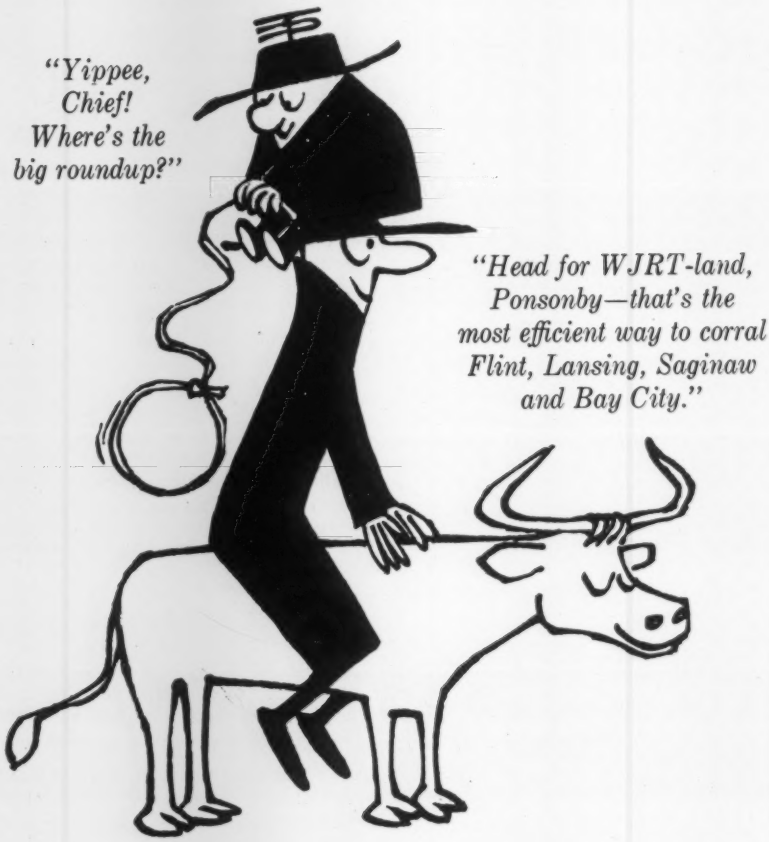
Again coming back to eyesight. The older person discovers that television tends to tire the eyes and they like to retire early, but they often suffer from mild insomnia and spend hours listening to that difficult-to-sell nightime radio. Certainly there are many advertisers and their agencies with deep interest in the 14 million geriatric market.

And certainly there are radio stations who will capture this audience and the advertising of those products which that audience requires.

To add just a little frosting, there must be millions of younger people who do not receive a morning *and* afternoon paper (who ever heard of an afternoon Sunday paper) who would like full news coverage of local events.

14 million oldsters outnumber teenagers

Another thriller-diller from WJRT—


"Yippee, Chief! Where's the big roundup?"
"Head for WJRT-land, Ponsonby—that's the most efficient way to corral Flint, Lansing, Saginaw and Bay City."

If you want land, lots of land: Flint, Lansing, Saginaw and Bay City, to be exact—WJRT's your baby. With each of these big metropolitan areas getting WJRT's powerful Grade "A" signal or better, it's *the* most efficient way to buy Michigan's *other* big market. In all, you get nearly a half million TV households with this single-station buy. That's all of rich mid-Michigan, ready to hark to your message. Whenever you're ready to send it, just say the word.

WJRT

CHANNEL 12 FLINT

ABC Primary Affiliate

Represented by HARRINGTON, RIGHTER & PARSONS, INC.
New York • Chicago • Detroit • Boston • San Francisco • Atlanta

OPEN MIKE

Rx for triple-spotting

EDITOR:

Re: "Rx for triple-spotting: imagination" (MONDAY MEMO from James W. Young, creative director, M. Belmont Ver Standig Inc., Washington, D.C., page 17, Sept. 14). It's the best one-page article I've seen in years.

My son and I both announce on radio. We watch tv commercials and listen to radio commercials . . . We immediately chose the Lestoil "I am a dirt" and the "six seconds to tell you . . . it can't be done" Wesson Oil commercials as ones we wish we had written.

It's a pity radio (and tv) doesn't have more people like Mr. Young . . .

Kenneth Z. Turner
Commercial Manager
WFUL Fulton, Ky.

Small market radio impact

EDITOR:

Many thanks for your fine story "Why Pet Milk buys small market radio" (page 46, Aug. 17). [It's] just another example of why "small stations" who program to the local populace are the best medium for any product.

Ray Swafford
WBVL Barbourville, Ky.

'Payola' and disc jockeys

EDITOR:

A most illuminating report on "payola" (page 35, Aug. 31).

I am sure that with [news publications] such as [yours], we can always depend on rocks being uncovered and fresh air coming into some of the damp spots.

Robert M. Purcell
President & General Manager
KFWB Los Angeles

Daytimers vs. NARBA

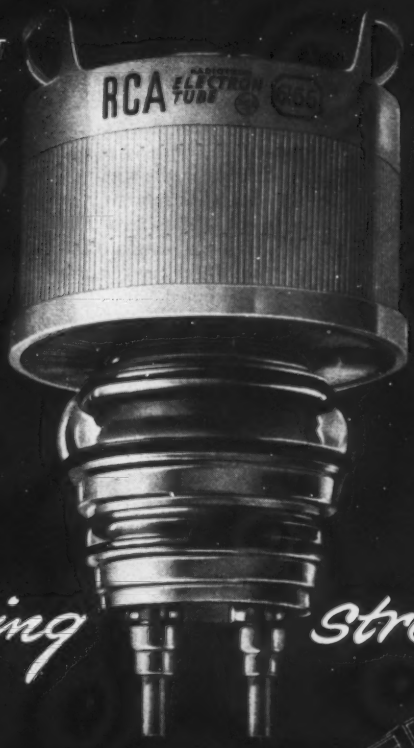
EDITOR:

In an August 24 editorial you state that "for the past two years the Daytime Broadcasters Assn., representing about 150 of the some 1,300 daytimers, has thrown the blocks . . ." against ratification of the NARBA treaty. The 150 are leaders in the effort. My thanks to them.

The three daytime stations in which I have an ownership interest are not among the 150, but some work has been done throughout the past few years in behalf of standardized hours for daytimers. This work must be con-

CHIEF ENGINEER'S REPORT

Our RCA-6166 has run up 20,020 hours on-air ... and going strong"



RCA-6166 – The forced-air-cooled tetrode that made high-power VHF television broadcasting practical.

Chief Engineer Harrison E. Brooks displays an RCA-6166 . . . still usable after 20,020 hours of service.

Says Chief Engineer H. E. Brooks of WBAL-TV about RCA-6166's:

"In my opinion the 20,020 hours of service we've obtained from one RCA-6166 is an economic milestone. This tube is one of twelve we have in service that have been closely watched from the day we put them in. We make regular voltage checks, inspect the forced-air system, and keep all tubes clean. The tube, by the way, never did fail; it is still usable."

This is another example of what many television stations like WBAL-TV are discovering: *With proper care, their RCA power tubes will frequently provide unusually long service.* Performance like this pays big dividends in lower "per hour" tube cost of operation, sharply reduced transmitter maintenance and downtime.

See your RCA Industrial Tube Distributor for RCA's complete line of tubes for broadcast and television operations. Call him for prompt, efficient service.

RADIO CORPORATION OF AMERICA

Electron Tube Division **Harrison, N.J.**

DAN DAILEY

THE FOUR JUST MEN

JACK HAWKINS

RICHARD CONTE

VITTORIO DE SICA

CHECK YOUR MARKET TODAY!

I T C

INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • PLaza 5-2100

tinued for such reasons as these:

1. Nearly half of all the radio stations operating in the U.S. and applications on file for new stations are now daytime stations. There is a need for more such stations in the small cities of our country that are presently without such stations . . . There is a real need for this service on a standardized basis so that the many services rendered . . . will not be disrupted, and especially during those winter months when the need is the greatest . . .

2. There is no real need for the signal that will be replaced. The need is for service, not for signals; and such service can best be rendered by the home town stations.

3. There is no need for Washington, D.C., people to listen to New York radio. The same is true all across the land . . .

4. Radio is effective for all concerned, including the advertiser, when it serves a need. Surveys of various sorts, and coverage maps, may be used in behalf of the sales effort; but radio suffers when signal areas are sold rather than service areas.

About half of our people reside in the small city and its surrounding trade area. The larger cities have their stations. The need for the additional service exists largely in the smaller cities and such need should be faced in the making of NARBA treaties. Radio has changed, and will change more and for the better, with the opportunity.

L. C. McKenney
McKenney Stations
Carthage, Mo.

San Francisco radio

EDITOR:

May I offer congratulations on your recent article on San Francisco radio (July 20, page 50). It was the best objective reporting I've seen in some time and a type of story we should see oftener. It's been pretty hard to live with the bulk of the radio on the airwaves the past some time, and I hope my prediction that we're in a new conversion stage is correct.

Martin Deane Wickett
Chapin-Damm Adv.
Sacramento, Calif.

BROADCASTING

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

AN APPLE FOR THE TEACHER...

Ed Zack — Morning Mayor of the Quint-Cities — presents a sack of apples to the "Teacher of the Day" . . . a daily feature of Ed's Music '59 Show — 6 to 9 a. m. on WOC.

It's WOC and "Mayor" Ed Zack saying, "Thanks," to one of those very special people who look after tomorrow's generation.

Another reason for the top listening interest of the right people . . . to WOC.

To reach — and sell — these "right" people, call your PGW Colonel for availabilities.

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES

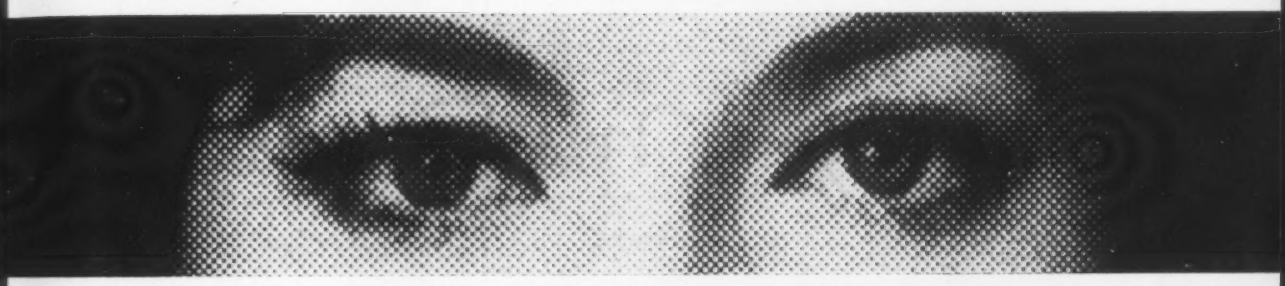
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.

RADIO AM FM

NBC 5000 WATTS AM

In Green Bay

ANYWAY YOU LOOK AT IT YOU GOTTA HAVE 'LUK!



Now the most powerful TV station in the rich Green Bay - Fox River Valley market of Wisconsin is WLUK-TV. From its new half million dollar power plant and tower overlooking Green Bay, WLUK-TV beams a steadier, brighter, clearer picture into more than 435,000 TV homes — reaches more than 1,500,000 people in 53 counties.
Want results? Then you gotta have WLUK-TV.

WLUK TV | a | CHANNEL 11

serving Green Bay Packerland and the Fox River Valley
Joseph D. Mackin, general manager

Capture the market on WLUC-TV, Channel 6, Upper Michigan's only TV station.
ONE BUY can get both WLUK-TV and WLUC-TV.

Represented nationally by Geo. P. Hollingberry In Minneapolis see Bill Hurley.

We are always happy to receive letters such as yours which point up the WGN, Inc. by-words—Quality and Integrity.

Thank you, Mr. Edwards

Our strict adherence to the NAB Code and our dedication to the community which we serve, have resulted in ever increasing recognition of our policy by agencies, advertisers, our audiences—yes, even our competitors.

WGN-TV CHANNEL 9

441 N. Michigan Ave. · Chicago 11, Illinois

BAR
broadcast advertisers reports, inc.
750 third avenue, new york 17, n.y., yukon 6-8410

July 27, 1959

Mr. Ward L. Quaal, General Manager
Television Station WGN-TV
441 N. Michigan Avenue
Chicago 11, Illinois

Dear Mr. Quaal:

Of the 235 television stations we now monitor, WGN-TV is one of those which always gives advertisers a well-scheduled, clean run for their money. I suppose no one in the business knows this better than BAR since we've been monitoring stations all over the country for almost six years.

Also, as you know, our agency subscribers have used BAR to determine "questionable station practices," and it seems to me that their attitude, if turned around, can be a considerable bonus for those stations which are automatically opposed to clipping, product conflicts, overcrowding, and all other forms of spot nonsense.

Right now, with all the publicity that is developing on this, I think you ought to do a hard-hitting "look how clean WGN-TV is" promotion. It might pull more fall and winter business for you than any other campaign theme.

Almost every station on the air can come up with some kind of rating story but few can spotlight an operation as clean as yours and this is what the agencies will be looking for right now.

Cordially,

BROADCAST ADVERTISERS REPORTS, INC.

Phil Edwards

Phil Edwards
Publisher

PE/lf

PLAYBACK

QUOTES WORTH REPEATING

Handling delicate advertising

Advertising for Raid, chiefly tv advertising, is "memorable, unobstrusive, selling advertising [that] has given a distinctive product a personality and made it a success," Douglas L. Smith, advertising and merchandising director, S.C. Johnson & Son, declared in a talk before the Advertising Club of Los Angeles. Mr. Smith related:

Insecticide advertising in any language is a pretty deadly subject. Looking for drama for our television approach, we at first experimented with the idea of highly magnified live film pictures of real insects. But one look at the enlargements frankly scared the pants off us—not to mention what they would do to women and youngsters watching tv in living rooms across the country.

They'd be memorable—but how?! Insects blown up look more terrifying, more repulsive than any dragon or deep sea monster the world can offer. So we quickly switched to the concept of animated cartoon commercials. It solved our illustration problem. We could make our bugs funny little tough guys—not too likeable—so we could knock them off with impunity.

So for Raid we gave the deadly subject a light, humorous touch and came out with bug-killing films that gave our tv audience a *laugh*—as well as the *conviction* that Raid really does the job.

Our copy, too, talked in the same tone of voice as our animated cartoons. When we promise that Raid will *kill* the little pests—we don't let it go at that. Our advertising says that Raid kills them *dead!* Let other insecticides merely kill them—Raid kills them *dead!* And we see tombstones sprout up in our tv commercials wherever bugs had been standing before Raid hit them.

Of course our aerosol container gave us an opportunity that we put to work in our tv. It was not just a can to hold the product. It had a live built-in action.

So in tv our product can become a real live hero—a St. George who goes after dragons. In our commercials, when Raid arrives to compound the bugs—he has arms and legs and a frowning countenance. He takes off his cap, presses the button on top of his head and sends out a lethal spray—that *hunts bugs down like radar* and kills them *dead.*

For all of these reasons consumers remember Raid vividly—and have no difficulty recalling Raid when they go to the stores for insecticides. They remember it so vividly that Raid House and Garden became the largest selling aerosol in America in the short space of six months after going national.

boom
in spot
H-R

THE
313,999 RESIDENTS
WITH
A SPENDABLE
INCOME OF
$588,989.000
IN

LANSING

MICHIGAN'S
VAST, NEW
MARKET AREA
WILL
SEE . . . HEAR . . . AND

BUY

WHAT
YOU HAVE TO SELL . . .
ON

WILS
WILX TV

REPRESENTED BY
VENARD, RINTOUL
& McCONNELL

AT DEADLINE

LATE NEWSBREAKS ON THIS AND NEXT THREE PAGES • DETAILED COVERAGE OF THE WEEK BEGINS, PAGE 35

TELEVISION FINDS ITS IMAGICIAN

It's Lou Hausman who takes over Oct. 12

After weeks of screening and consultation, Television Information Committee picked man last week to head industry-wide tv information campaign. It unanimously selected Louis Hausman, vice president in charge of advertising and promotion for CBS Radio, in session Sept. 24 in New York. He accepted, effective Oct. 12. Television Information Office, of which he will be director, already has headquarters space leased at 666 Fifth Ave., New York. (See WEEK'S HEADLINERS, page 32).

Mr. Hausman, veteran of 19 years with CBS organization, is to get three-year contract under agreement reached with committee and approved by NAB Television Board. Contract details are to be worked out by Mr. Hausman and NAB President Harold E. Fellows. It was understood he will receive $35,000 in annual salary plus retirement and other benefits expected to push total above $40,000 or $45,000 per year. He will have authority to pick his own staff.

Mr. Hausman, one of close to 100 prospects whose names were considered by committee and said to be only one with whom it consulted at length about its informational program during screening process (BROADCASTING, Sept. 7), will operate under supervision of nine-man TIO committee, which is headed by Clair R. McCollough of Steinman stations. Committee's policies, in turn, are subject to approval by NAB Television Board and NAB president.

Creation of TIO was set in motion at industry-wide meeting during NAB convention last spring. As revealed few weeks ago (BROADCASTING, Sept. 7) TIO program will seek to improve public understanding of medium (and medium's understanding of what public thinks about tv), conduct research, keep news media and public informed about television developments, provide assistance to local-level informational campaigns, arrange for industry speakers to appear before educational, civic, professional, industry and similar bodies, etc. It has sometimes been called campaign to improve television's public image, but TIO leaders call it more of informational effort, leaving image improvement to stations and networks individually, through their programming.

All TIO members were present except Roger Clipp, Triangle stations, and Willard Walbridge, KTRK-TV Houston, both of whom had been consulted on appointment and concurred, officials reported. Members present were Chairman McCollough; John Hayes, Washington Post stations; Wrede Petersmeyer, Corinthian stations; Lawrence H. Rogers II, WSAZ-TV Huntington, W.Va.; Michael Foster, ABC; Kenneth Bilby, NBC, and Charles Steinberg, CBS-TV Network.

Denver d.j. suspended for smut broadcasts

Don Burden, owner of KICN Denver, has charged that Royce Johnson, disc jockey for KIMN Denver, has used "smut and suggestive" material on air and claims he has tapes to prove it. Charges were made in letter to FCC Chairman John C. Doerfer and other FCC commissioners.

Cecil F. Heftel, president-general manager of KIMN, said Friday he had investigated charges and found that Mr. Johnson had made raw and offensive remarks on air. He termed them heavy-handed attempts at humor. Mr. Heftel said he had immediately ordered Mr. Johnson off air pending complete investigation of allegations.

"I am shocked and grieved at this situation," Mr. Heftel said. "I want to offer my apologies to the community. This is the first time in my six years in broadcasting that anything like this has happened to me."

In five-page letter dated Sept. 23 to FCC, following remarks were among those "quoted" by Mr. Burden and attributed to KIMN disc jockey:

"Here's Dee Clark with 'Hey Little Girl' in the high school underwear."

"That's the one that gets them right here—KIMN Song No. 7, the fertility dance 'Teen Beat' by Sandy Nelson."

An introduction referred to " 'Hey Little Girl' in the high school cheaters." Following playing of record, Mr. Johnson was alleged to have said: "Hey little girl, inflate those with helium and you get that walking on air feeling . . ."

Another aspect of show to which Mr. Burden claimed he took offense was sound of toilet flushing on air. This sound effect, Mr. Burden charged, has been used while Mr. Johnson carried on conversation with teen-age girls.

Mr. Doerfer was in touch with Mr. Burden Sept. 24.

Under U. S. Criminal Code, obscenity on air is criminal violation. Commission can take action when it feels that broadcasts are against public interest by setting license for renewal hearing.

Play ball!

No matter which team copped National League Pennant, NBC Radio and NBC-TV were prepared to carry all games of World Series to conclusion—even if it means pre-emption of scheduled commercial evening programs. Series, sponsored on NBC Radio and NBC-TV by Gillette Co., Boston, through Maxon Adv., Detroit and New York, will be held in Chicago on Wednesday and Thursday (Sept. 30 and Oct. 1) starting at 2 p.m. EDT.

NBC had to prepare for commercial pre-emptions if either of West Coast teams—Los Angeles Dodgers or San Francisco Giants—captured National League flag. If West Coast entry won, NBC's plans were to start third game Oct. 3 (5 p.m. EDT to conclusion) and pre-empt commercial network programs until contest ends (this procedure would work for game four and five too). If Milwaukee Braves snared pennant, third, fourth and fifth contests would be staged there, starting at 3 p.m. EDT—and no pre-emption problems for NBC.

Acts on KGMB option

KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, all Hawaii, 75.45% sold by Hialand Development Corp. (Arthur L. Wood, president) to *Honolulu Star-Bulletin* (already 24.55% owner and which has held option to buy remaining stock since December 1958) for $2,354,066 cash. *Star-Bulletin* is controlled by estate of Wallace R. Farrington. KGMB-TV is on ch. 9 with 77.6 kw visual. Satellite KHBC-TV is on ch. 9 with 1 kw visual and satellite KMAU-TV is on ch. 3 with 5.89 kw visual. KGMB is on 590 kc with 5 kw and KHBC on 970 kc with 1 kw. Hialand Development Corp. bought the Consolidated Amusement Co. in 1958 at overall price of $8.7 million for real estate, motion picture theatres and the 75.45% interest in the Hawaiian radio and tv properties. Sale subject to FCC approval.

CBS RADIO HOPES FOR PROFIT

Affiliates told network is almost sold out

"Hope" that "resumption of adequate compensation of affiliates in all time blocks" might be made one of CBS Radio's "definite objectives in 1960 and future years" was voiced by network's affiliates as they wound up two-day annual convention in New York Sept. 24.

They adopted resolution taking note of CBS Radio President Arthur Hull Hayes' report that network expected to turn profit in last quarter of this year. This led them to suggest three objectives. "Adequate compensation" goal was interpreted as meaning return to something more akin to old system of compensating in money, which was used before free programs were made primary form of payment under Program Consolidation Plan which went into effect first of this year.

Other suggested objectives: "continuing improvement" in program quality and intensification of sales efforts "at rate levels that reflect the true values of the medium." Critics have long argued that networks are selling at prices so low they depress all radio rates.

Change of Climate • PCP, which was center of controversy immediately following its introduction last year, was hailed by President Hayes as successful and also as practical way to maintain "the service that . . . only a network can provide." It also was subject of panel discussion in which five affiliates outlined "how we operate under PCP." Tone of this session was described as generally complimentary to PCP except that one broadcaster, while describing it as satisfactory stopgap, reportedly maintained it should be modified or abandoned in favor of cash compensation soon as possible. Panelists were Tom Dillahunty, KOSY Texarkana, Tex.; Lee Fondren, KLZ Denver; Larry Haeg, WCCO Minneapolis; Odin Ramsland, KDAL Duluth, Minn., and C. Robert Thompson, WBEN Buffalo.

Tranquility appeared to be chief distinguishing feature of annual gathering. Question-and-answer period with network officials near end produced only few, essentially bland questions from stations. Peace-and-friendship air contrasted with mood of last year's sessions when network stunned affiliates by unwrapping PCP, surprising virtually all and leaving some angry enough to disaffiliate.

One unheralded element of this year's sessions was closed-circuit demonstration of am stereo broadcasting and reception technique being developed by CBS Labs. On-air tests via CBS-owned WCBS New York (under experimental license issued by FCC some three months ago) have been described privately, by CBS officials having special equipment to receive them, as producing excellent stereo quality. Affiliates' reaction also was reported as favorable.

Sales Volume High • There was encouraging news even apart from President Hayes' prediction that CBS Radio would turn a profit in this year's final quarter. George J. Arkedis, sales vice president, said *Arthur Godfrey Time* had only one unit left for sale over next 26 weeks and undoubtedly would be sold out when Mr. Godfrey returns to program today (Sept. 28). He also noted that sales to Niagara Therapy and Amana Refrigeration mean *Garry Moore on Radio*, which also starts today, is sold out. Howard G. Barnes, program vice president, reported on programming and said new shows are being developed.

Signing of WJIM Lansing, Mich. (1240 kc, 250 w), as CBS Radio affiliate was announced, effective Nov. 1. WJIM currently is affiliated with NBC and ABC Radio. WJIM is owned by Gross Telecasting Inc., headed by Harold F. Gross.

Record attendance of some 300 stations and network executives was on hand for convention. Frank Stanton, CBS Inc. president, addressed Thursday luncheon. (all sessions were closed). Arthur Godfrey spoke at Wednesday lunch, reminiscing over his 30 years in broadcasting and advising stations to search their markets for local program material to supplement network programming. He denounced rock-and-roll programming as irresponsible.

Other sessions heard Sig Mickelson vice president of CBS Inc. and general manager of CBS News, and David Schoenbrun, CBS News Paris correspondent, followed by closed-circuit news show with live pickups from overseas and from Soviet Premier Khrushchev's Iowa visit.

Last-day resolution suggesting "objectives" for network also commended it for "cordial hospitality, the comfort and convenience of the arrangements and the valuable contributions to the [convention] program." Another resolution paid tribute to Charles C. Caley, WMBD Peoria, Ill., retiring as chairman of affiliates association after two terms. "He has left a record of achievement that merits the thanks of all affiliates and in fact of the radio industry generally," his colleagues said. John Hayes, WTOP Washington, was elected to succeed him as chairman (see page 124).

Short tenure?

There was speculation around CBS Radio Affiliates Convention last week that tenure of Ames Brown Jr., WPRO Providence, R.I., as member of affiliates board of directors may turn out to be shortest on record. Twenty-seven-year-old executive took seat on board last week, but may give it up almost as quickly. He's received scholarship to Harvard Business School.

CBS, eight sponsors face $10 million suit

Multi-millionaire industrialist Titus Haffa Sept. 24 filed $10 million suit against CBS Inc., CBS-TV and eight sponsors of network's *Playhouse 90* charging libel and defamation of character. Mr. Haffa claimed he was libeled by *Playhouse* program, "Seven Against the Wall," portrayal of 1929 St. Valentine's Day massacre of seven gangsters in Chicago.

During program, suit alleges, newspaper headline was shown stating, "Titus Haffa Gets Two Years," with no other portion readable. Headline referred to Mr. Haffa's conviction in 1929 for violation of prohibition law. He served one year and then received Presidential pardon, suit states. Mr. Haffa maintained headline had no relation to program subject and left impression that he was involved in gangland killings. Mr. Haffa is board chairman of Webcor Inc.

Defendants in suit in addition to CBS are Kimberly-Clark Corp., Allstate Insurance, American Gas Assn., Peoples Gas Light & Coke Co. of Chicago, Northern Illinois Gas Co., North Shore Gas Co., Renault Inc. and R. J. Reynolds Tobacco Co. CBS had no comment on suit.

Standards adopted for tv film data

Uniform information showing film needs of tv stations will be gathered and made available, in near future, NAB's Film Committee and new NAB associate member liaison group announced Sept. 24 at joint New York meeting. Under new procedures, NAB will provide additional publications and information material to associate member film distributors.

Joseph L. Floyd, KELO-TV Sioux Falls, S. D., Film Committee chairman, said committee feels this first joint session will produce results helpful to all parties in film and broadcasting industries. NAB President Harold E. Fellows discussed plans for participation of film distributors in 1960 NAB convention (see convention story page 102). Distributors are assigned reception suites but are not permitted to exhibit at convention hotel.

Film Committee members attending New York meeting, besides Chairman Floyd, were A. J. Fletcher, WRAL-TV Raleigh, N. C.; William E. Goetze, KFSD-TV San Diego, Calif.; Frederick S. Houwink, WMAL-TV Washington; Leonard J. Patricelli, WTIC-TV Hartford, Conn.; A. Louis Read, WDSU-TV New Orleans; Lee Ruwitch, WTVJ (TV) Miami, Fla., and Eugene S. Thomas, KETV (TV) Omaha, Neb.

Members of liaison group at meeting were Sam Cook Digges, CBS Films; Robert Friedheim, Ziv Television Programs; Burton Hanft, Screen Gems; Richard A. Harper, MGM-TV; Walter Kingsley, Independent Television Corp., and H. Weller Keever, California National Productions. Representing NAB, besides Mr. Fellows, were Thad H. Brown Jr., tv vice president, and Dan W. Shields, assistant vice president, and Douglas Anello, chief counsel.

Tv tape commercial standards endorsed

Leo Burnett Co., Chicago, and NTA Telestudios, N.Y., are announcing today (Sept. 28) signing of basic standard practices agreement establishing quality standards and procedures for production of tape commercials. Agreement is said to be "first of its kind" in tv tap industry, although practice is standard in filmed commercial field.

Under agreement, NTA Telestudios becomes "total package" producer of tape commercials for Burnett and its clients when agency signs with Telestudios for specific commercials. It provides that after agency supplies basic concept and script, NTA Telestudios implements and augments this material in creative production areas. Telestudios' spokesman explained that to date, tape producer supplied agency primarily with facilities and technicians, but now will provide all elements of activity, including talent payment, hiring set designers and other creative personnel.

Agreement also provides for clarification of both producer's and agency's responsibilities; it identifies specifically every element included in production price and it enables quotations to become clear-cut, firm bids and "reduces paper work to a minimum."

Local programming stressed by Storer

"Program emphasis must be at the local level if overall share of audience is to be maintained or increased," George B. Storer Jr., vice president and director of tv for Storer stations, told annual meeting of executives in Detroit Sept. 24.

"The day of the network affiliation alone determining the local station's audience position in a competitive market is past," Mr. Storer said. "Local programming and local promotion and exploitation of that programming is the way to share of audience leadership. He said that during new highly competitive network season, station that gives network shows strong leadins will be audience leader.

Opening of two-day meeting featured review of local programming, with Videotape samples, on Storer stations. Edward Kockritz, Storer vice president for tv programming, conducted sessions. In addition to WJBK-TV, Storer executives also attended from WJW-TV Cleveland, WAGA-TV Atlanta, WSPD-TV Toledo and WITI-TV Milwaukee.

Colleges to benefit by WBC spot campaign

Radio and tv spot campaign in interests of higher education was announced Sept. 23 by Donald H. McGannon, Westinghouse Broadcasting Co. president, at banquet which concluded three-day WBC Conference on Public Service Programming (see early story page 89). Meeting was held on campus of Stanford U., Palo Alto, Calif., whose president, J. Wallace Sterling, expressed strong interest in proposal.

WBC will sponsor and produce radio and tv spots and make them available without charge to rest of broadcasting industry, Mr. McGannon said. He pledged full support of WBC's 11 radio and tv stations to plan.

"The purpose of these spots," Mr. McGannon explained, "will be to dramatize the problems of education, particularly higher education. The finest education talents in the country will be marshalled for this public service . . ."

Paul Revere Award, silver bowl, given annually by WBC to "national services organization which has made most effective use of local radio and television during the preceding year," was presented to American Red Cross. American Heart Assn. received special citation.

McCann-Erickson plans Australian tie

McCann-Erickson's international operation has moved into Australia for first time by effecting affiliation with Hansen Rubenshon, that country's third largest agency. Agency will be known as Hansen Rubenshon-McCann-Erickson.

This new expansion overseas is being announced today (Sept. 28). Sylvester L. (Pat) Weaver Jr. met with newsmen Sept. 24 to detail move. Mr. Weaver earlier this year was elected chairman of McCann-Erickson Corp. (International). Agency selection, he said, came after three-year M-E survey of Australian market.

Sydney-based agency was founded in 1928, has 40 clients, 140 employes and will continue to have active managership of co-founder and Governing Director Sim Rubenshon, Managing Director John Bristow and General Manager William Lockley. Mr. Weaver, however, said Arthur L. Grimes, M-E's executive vice president, will spend year in Australia to study needs of Australian advertisers and to set up program that will permit clients to draw upon McCann-Erickson services (part of this program will feature interchange of personnel, including tv people).

McCann - Erickson International claims to be largest in western hemisphere and to have "leadership" in continental Europe. Its operation services 500 overseas clients through 47 offices located in 21 countries.

WEEK'S HEADLINERS

MR. HAUSMAN

LOUIS HAUSMAN, vp in charge of advertising and promotion, CBS Radio, named director, Television Information Office, N.Y. (see story, page 29). Mr. Hausman joined CBS in 1940 serving in executive capacities in advertising and promotion. He was elected vp in charge of advertising and sales promotion of CBS in 1950, administrative vp of CBS Radio in 1951, vp of CBS-Columbia in 1953, vp of CBS Inc. in 1955 and vp in charge of advertising and promotion of CBS Radio in January 1957. Before his association with CBS, he was with American Safety Razor Corp. and Remington Rand Inc. in advertising-promotion. During World War II he was a consultant on special projects for Office of War Information and in recent years also served as treasurer of Brand Names Foundation. He is graduate of Columbia College of Columbia U.

MR. LEWINE

ROBERT F. LEWINE, vp in charge of programs, NBC-TV, appointed to similar post with CBS Films. He reports to Sam Cooke Digges, CBS Film's administrative vp and will divide his time for first year at least between New York and Hollywood, eventually making permanent headquarters on West Coast. He will be responsible for staffing both new Hollywood office and counterpart operation in N.Y.; he fills vacancy left when Leslie T. Harris resigned as vp, production, CBS Films to join Independent Television Corp.'s international operation (WEEK'S HEADLINERS, July 27). Mr. Lewine joined Cine-Television Studios Inc., tv program research firm, in 1945, was elected vp in charge of operations following year, left in 1947 to form Dudley Films Inc., Hollywood, for which he produced tv commercials and served as eastern representative. Three years later, he joined Hirson-Garfield agency as head of radio-tv department, joining ABC-TV in 1952 where he was elected vp in charge of programming and talent in January 1956. In December of that year, Mr. Lewine went to NBC-TV as vp in charge of nighttime programs, later added duties of daytime programs and in February 1958 was placed in charge of all programs.

• GUY DELLA CIOPPA, vp and program director, CBS-TV's Hollywood office since April 1958, succeeds WILLIAM DOZIER as vp, programs in Hollywood, Oscar Katz, CBS-TV vp, network programs, announced Sept. 25. Mr. Dozier leaves in two weeks to be vp in charge of West Coast operations, Screen Gems. Mr. della Cioppa, who joined CBS in 1937, served as assistant in N.Y. to CBS Board Chairman William S. Paley. In 1949 he was moved to CBS' program department in Hollywood where he became director of network programs in August 1951, subsequently vp in charge of network programs, CBS Radio, and later director of programs, CBS-TV. Mr. Dozier left motion picture field in 1951 to associate with CBS on programming executives staff, later moved up to head CBS-TV story department and became executive producer in charge of dramatic programs in 1952. He left CBS in 1955 to become vp in charge of production, RKO Radio Pictures, returned to CBS in October 1957 as CBS-TV general programming executive.

• GLENN C. JACKSON, formerly managing director of WAGA-AM-FM-TV Atlanta and vice president of Storer Broadcasting Co., appointed manager of WTTM Trenton, N.J., succeeding Fred Walker, who has joined KYW Cleveland as sales manager. Mr. Jackson, 22-year veteran of broadcasting, started career with WHIO Dayton as staff announcer and later worked as manager of WMMN Fairmont, W. Va., before joining WAGA-AM-FM-TV in 1952.

MR. LEVATHES

PETER G. LEVATHES, vp in charge of radio-tv, Young & Rubicam, N.Y., rejoins 20th Century-Fox Film Corp. as president of its subsidiary 20th Century-Fox Television Corp. in next few weeks. He will headquarter in New York. Mr. Levathes, who only last January took over Y&R's newly created radio-tv department, was executive assistant to Spyros P. Skouras, president of 20th Century-Fox, from 1938-1947, and for six years afterward was in charge of 20th's tv activities. He joined Y&R in 1953 as vp in media, added duties of media director in 1954. Mr. Levathes will head subsidiary that plans production of tv film, sale and distribution of tv programs worldwide and acquisition of tv stations and production of commercials.

MR. KAROL

MR. JUDGE

JOHN KAROL named director of special projects for CBS Television Network Sales Dept. He has been vp in charge of planning and development for CBS Radio network since March 1959 and was vp in charge of network sales for CBS Radio since July 1951. Mr. Karol joined CBS in 1930 as director of research, having served in that capacity with Crossley Inc., independent research organization. TOM JUDGE appointed director, production sales, Operations Dept., CBS-TV, succeeding NEWELL T. SCHWIN, who resigns. Mr. Judge joined CBS in 1951 as account executive with CBS Television Spot Sales, was later appointed midwestern and then eastern sales manager of that division. In 1956, he was appointed vp of sales for Closed Circuit Telecasting Inc. and, subsequently, national tv sales manager for Westinghouse Broadcasting Co. stations. He returned to CBS in September 1958 as account executive with WCBS-TV New York.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

THROUGH THE PERSONAL IMPACT OF SPOT RADIO TODAY

BLAIR STATIONS SELL

Again in 1959, Spot Radio is selling iced tea. *Single-handed!*

For the third year The Tea Council of the U.S.A., Inc. is concentrating its iced-tea budget on Spot Radio. Reason: in previous summers, Spot Radio has built record tea sales in markets ranging from New Orleans to Detroit, and from Boston to Los Angeles.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling power:

1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.

2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company – by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company

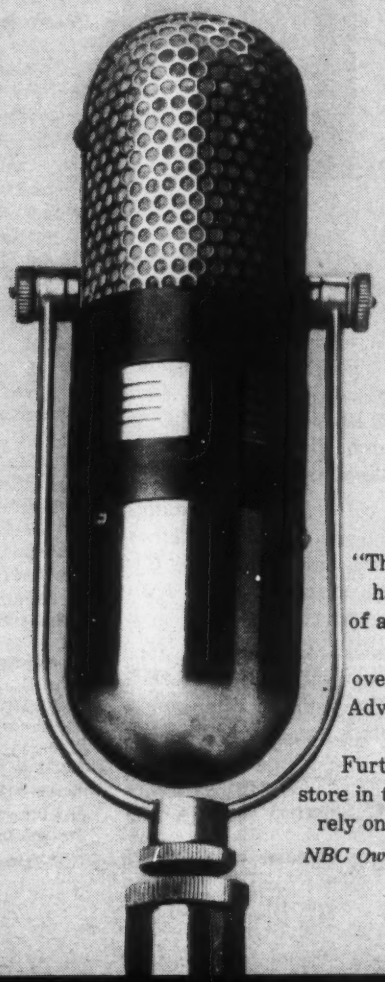
National Representative of Major Radio Stations

Yes! **Blair Stations Sell**

and these are the BLAIR STATIONS:

New York	WABC
Chicago	WLS
Los Angeles	KFWB
Philadelphia	WFIL
Detroit	WXYZ
Boston	WHDH
San Francisco	KGO
Pittsburgh	WWSW
St. Louis	KXOK
Washington	WWDC
Cleveland	WHK
Baltimore	WFBR
Dallas-Ft. Worth	KLIF-KFJZ
Minneapolis-St. Paul	WDGY
Houston	KILT
Seattle-Tacoma	KING
Providence	WPRO
Cincinnati	WCPO
Miami	WQAM
Kansas City	WHB
New Orleans	WDSU
Portland, Ore.	KGW
Denver	KTLN
Norfolk-Portsmouth-Newport News	WGH
Louisville	WAKY
Indianapolis	WIBC
Columbus	WBNS
San Antonio	KTSA
Tampa-St. Petersburg	WFLA
Albany-Schenectady-Troy	WTRY
Memphis	WMC
Phoenix	KOY
Omaha	WOW
Jacksonville	WMBR
Oklahoma City	KOMA
Syracuse	WNDR
Nashville	WSM
Knoxville	WNOX
Wheeling-Steubenville	WWVA
Tulsa	KRMG
Fresno	KFRE
Wichita	KFH
Shreveport	KEEL
Orlando	WDBO
Binghamton	WNBF
Roanoke	WSLS
Bismarck	KFYR

SAFE AND SOUND WAY



"The 'Sound of Quality' on WRC Radio has been a most successful medium of advertising for Safeway's quality products in the Washington market for over a decade." (signed) Burton R. Warner, Advertising Manager, Safeway Stores Inc. Washington, D.C.

Further proof that there are greater sales in store in the nation's capital for advertisers who rely on the "Sound of Quality" on WRC

NBC Owned—980 in Washington, D. C.

Sold by NBC Spot Sales

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

September 28, 1959

Vol. 57 No. 13

NOW TV HAS A CONSENT DECREE

Some key network practices must stand antitrust tests from here on

The Dept. of Justice last week got itself into the regulation of broadcasting, and the end results of the move are still being debated by broadcasters and government communications administrators.

The move was through a consent judgment entered Sept. 22 in Philadelphia federal court and agreed to by NBC-RCA and the Justice Dept.

Ending the antitrust suit against NBC-RCA which resulted from the 1955 exchange of stations between NBC and Westinghouse Broadcasting Co., the consent decree puts the hobbles on the network in two areas:

• NBC cannot buy or exchange any of its stations for other properties without clearance with the Dept. of Justice. This applies to the top eight markets.

• NBC cannot add any more stations to its spot sales representative list (except its owned stations) without clearing this also with Justice.

The nub of these clearances, according to the consent decree, is a simple one: the Justice Dept. must be certain that the network has not used its affiliation powers to "coerce" anyone else into selling or exchanging stations or into agreeing to appoint NBC Spot Sales as representative. If Justice felt coercion had been used, it could refer the question to the federal court for a determination.

By implication, the judgment approved—or at least did not decry—the principle of spot representation by networks. Under terms of the judgment spot representation would become objectionable only if it were achieved by the coercive use of the network's power of affiliation.

This concept is in some degree of conflict with a proposal now pending before the FCC which would prohibit networks from spot representation of any stations other than those they own.

This was one of the recommendations made by the Barrow Report, following the FCC's 1957-58 network investigation.

Forced Sale • The consent judgment, filed Sept. 22, obligates NBC to dispose of the Philadelphia stations (WRCV-AM-TV). NBC is given a period of a little over three years to carry out this divestiture. This would be until Dec. 31, 1962.

The whole consent decree runs for nine years from the date NBC disposes of its Philadelphia stations, but not less than 10 years from last Tuesday.

This means that NBC is answerable to the court for that length of time when any items specified in the decree are involved.

The judgment specifies that the issues have not been litigated and that the terms of the agreement do not constitute an admission by NBC of the truth of the allegations.

An official NBC statement, issued on the same day that the consent agreement was filed, stated that it will acquire stations in other major markets, "thus maintaining the station ownership support needed for the continuation of an effective network service."

It also said NBC network service to the Philadelphia area will continue without interruption.

The statement continued:

"The settlement comes at a time when broadcasting is entering into one of its most important periods—a period of vastly increased use of the new medium of color television, of new programming concepts, and of expanding activities. It is a period that calls for NBC's undivided attention and fullest energies in meeting the needs of the public, its affiliates and advertisers."

Attorney General William P. Rogers hailed the consent judgment as the "successful conclusion of the antitrust suit."

The Origin • The suit was brought in 1956 on charges that NBC had coerced Westinghouse into agreeing to the swap of stations by threatening to withhold or cancel NBC affiliations.

Westinghouse gave up its Philadel-

How it happened

The history of the NBC-Justice Dept. consent decree, filed last week in U.S. District Court in Philadelphia, covers a span of more than four years. A brief chronology follows:

May 16, 1955 • NBC and Westinghouse sign agreement to exchange stations.

June 15, 1955 • Application for FCC consent filed with Commission.

Dec. 21, 1955 • FCC approves exchange after investigation of unofficial allegations that NBC used power of affiliation to pressure Westinghouse into agreeing to exchange. Vote is 6 to 1, with Comr. Robert T. Bartley dissenting and calling for a hearing. Mr. Bartley also raised question whether FCC approval would debar Justice Dept. or other government agencies from acting against NBC on antitrust grounds.

Dec. 27, 1955 • Justice Dept., which had been kept advised by FCC of coercion rumors, advises FCC it is "investigating" charges, but does not ask Commission to refrain from action.

Dec. 28, 1955 • FCC announces approval.

March, June and Oct., 1956 • Subject of NBC-Westinghouse swap taken up by Rep. Emanuel Celler (D-N.Y.), chairman of House Judiciary subcommittee. Topic is discussed by then FCC Chairman George C. McConnaughey, then Assistant Attorney General Stanley N. Barnes and Victor R. Hansen, and also before Senate Commerce Committee by Donald H. McGannon, president of Westinghouse Broadcasting Co.

Dec. 4, 1956 • Justice files suit against NBC and RCA, charging coercion.

Jan. 10, 1958 • District Judge William H. Kirkpatrick rules Justice Dept. filed antitrust suit too late; it should have appeared as party before FCC while Commission was considering case.

Feb. 24, 1959 • Supreme Court reverses Judge Kirkpatrick, sends case back for trial. The court said it was the primary job of Justice, not the FCC, to enforce antitrust laws.

Sept. 22, 1959 • Consent judgment filed in Philadelphia District Court.

phia radio and tv properties in exchange for NBC's Cleveland properties plus $3 million. The Cleveland stations are now KYW-AM-FM-TV. The Philadelphia stations were Westinghouse's WPTZ (TV) and KYW. Westinghouse bought WPTZ from the Philco Corp. in 1953, paying $8.5 million.

A highly placed NBC executive explained that NBC agreed to the consent judgment when it became apparent that the Justice Dept. was determined to use this as a test case for the application of Sec. 313 of the Communications Act. This provides that a judge may, when a broadcast licensee is found guilty of an antitrust violation, order the revocation of the license of a broadcast station as well as other penalties provided in law.

The fact that Justice apparently was prepared to go all out to attain this result, the network source explained, convinced NBC that the risk was too great—even though it felt sure it had a strong defense in the case.

Keeping a Quota • Settlement of the suit, it was pointed out, enables NBC to retain its total number of licenses, although it does have to move out of Philadelphia for the period of the decree.

To fight the suit and lose, the NBC executive explained, could have meant the possible loss of all of NBC's owned and operated stations.

This point, whether Sec. 313 permits a judge to revoke all licenses of a party found guilty of antitrust violations or only the one involved in the suit, has not been adjudicated.

What It Means • At the FCC and among Washington communications lawyers the news of the consent decree was received with astonishment and some expressions of dismay.

A tangle of conflicting authorities over broadcast activities was foreseen by some who studied the document. This would come about, it was observed, because of the detailed requirements spelled out in the settlement that give the Justice Dept. an official position in NBC's activities involving the purchase of stations and the addition of more stations to its spot representative list.

Heretofore, it was pointed out, this has been the exclusive preserve of the FCC.

One reason for dismay in some circles was that one of the settlement's provisions specifically says that NBC must first clear with Justice on a purchase before it can file for FCC approval.

The astonishment was expressed at the wide ranging scope of the settlement. NBC salvaged no relief on any of the issues brought up by the government, it was noted.

This observation was related in several instances to the settlement of the government's antitrust suit against AT&T several years ago. In this suit, the Justice Dept. not only asked for revision of Bell System's patent practices, but also for divorcement of Western Electric from AT&T ownership. Western Electric is the manufacturing arm of AT&T. In the settlement, AT&T was permitted to retain ownership of Western Electric.

Reaction of Regulators • FCC officials were guarded in their comments, but definitely intrigued by the nature of the settlement's details. Most commissioners were reluctant to comment on the ground they had not studied the consent decree yet.

One commissioner hazarded a guess that there was bound to be some conflict between the Justice Dept. and the FCC, since it appeared that the Justice Dept. had substituted its judgment for the FCC's.

An FCC aide expressed the possibility that the Commission might consider the settlement as a reflection on the character qualifications of NBC. The point he made was that this was the first antitrust settlement which directly involved broadcast activities. In other antitrust decrees involving broadcasters, it was some other business practice of the licensee that was involved, not broadcasting.

He recalled that the *Lorain Journal* antitrust case was the only other one where broadcasting was involved. There the newspaper refused to accept advertising from merchants who advertised on the local Ohio radio station.

In several other newspaper cases, where the newspapers owned radio or tv properties (*Kansas City Star, New Orleans Times-Picayune*), the antitrust suits were aimed at newspaper practices, not broadcast practices.

The obverse of this viewpoint, the same person noted, would be that if NBC submitted a potential purchase to the Justice Dept. and the court and both approved the transaction, this might be construed as "purging" the network of the implications of disqualification in subsequent proceedings before the FCC.

As a side issue in the case, the outcome of the Philco protest against the license renewals of the network's Philadelphia stations is in question. Philco had protested NBC's ownership in Philadelphia on the ground that it gave the network's parent company, RCA, an unfair advantage over Philco's home town. The FCC at first refused to accept Philco as a party in interest, but a U.S. Supreme Court decision earlier this year reversed the Commission. An oral argument on Philco's protest is scheduled to be heard by the FCC *en banc* Oct. 1.

Here's what the consent judgment imposes on NBC:

• It orders divestiture of the Philadelphia radio and tv stations no later then Dec. 31, 1962.

• It prohibits NBC from owning a Philadelphia tv outlet until after termi-

In black at last • Arthur Hull Hayes, president of CBS Radio, had good news to report as he opened the sixth annual convention of the CBS Radio Affiliates Assn. last Wednesday in New York. He said the network will make money in the last quarter of 1959, and predicted a business upswing in the coming year. Shown at the speakers' table are (l to r) William A. Schudt Jr., vice president for affiliate relations; Howard G. Barnes, vice president for network programming; Mr. Hayes; Charles C. Caley, WMBD Peoria, Ill., chairman of the affiliates assn. board. For story covering convention activities see page 124 and AT DEADLINE, this issue.

There's a New Figure in the Picture

There's a NEW Number Two – WAM-E (Whamm-y) 5000 W. on 1260

Don't wind up in the swamp, dear MR. TIME BUYER, when you buy Miami. The picture has changed. WAM-E (Whamm-y) has broken the Miami market wide open and now is a dominant NUMBER TWO.

The new Hooper (July - August) leaves no doubt. Whamm-y now has an average Monday through Friday 17.8% share of audience (52% more audience than the #3 station).

If it's cost per thousand that interests you, then WAM-E is NUMBER ONE, delivering more audience for less money than any other station covering the fabulous Gold Coast. For fast action in covering Miami get Whamm-y. Talk with our National Rep., Daren McGavren; our Regional Rep., Clarke Brown, or Station Mgr., Murry Woroner.

WAM-E (Whamm-y) . . . . Radio Two in Miami

WAM-E
Chamber of Commerce Bldg.
Miami, Florida
FRanklin 3-5533

wam-e

WHAT RCA-NBC CONSENTED TO

Text of key portions of the consent decree:

IV

NBC, and RCA during any period of time when it directly or indirectly controls or has a substantial ownership interest in a television network, are each enjoined and restrained from:

(A) Coercing or attempting to coerce any person to sell or otherwise transfer any ownership interest in any broadcast station to either defendant, or to any person directly or indirectly controlled by either defendant or in which either defendant directly or indirectly has a substantial ownership interest, by terminating or threatening to terminate or refusing or threatening to refuse to enter into, an NBC network affiliation agreement with any other television broadcast station controlled by the same person or in which such person has a substantial ownership interest;

(B) Acquiring directly or indirectly any substantial ownership interest in any television broadcast station in the market area of New York, Chicago, Los Angeles, Detroit, Boston, San Francisco, or Pittsburgh, unless

(1) defendants shall have given written notice of the proposed acquisition to plaintiff, affording plaintiff opportunity to apply to this court within 30 days after such notice for a determination by the court as provided in clause (2) hereof, and

(2) if plaintiff shall have so applied, the court shall have determined that the consent of the other party to the proposed acquisition was not obtained by acts or conduct of NBC or RCA relating in any way to the negotiations for the proposed acquisition, which acts or conduct constitute either (a) an unreasonable restraint of trade (as to which issue plaintiff shall have the burden of proof) or (b) a violation of subsection (A) of this Section IV (as to which issue the defendants shall have the burden of proof);

Provided, however, that the shifting of a television broadcast station from one channel of the television broadcast band to another channel in the same market area, when such shifting results from a change in allocations by the Federal Communications Commission, shall not be deemed to be the acquiring of an ownership interest in a television broadcast station within the meaning of this subsection (B); and, **provided further,** that any party hereto may at any time upon 10 days' written notice to the other parties apply to this court for a modification of the list of the seven market areas specified in this subsection (B), when the list specified, with Philadelphia included, no longer represents the first eight market areas in the United States in terms of population of the respective areas; and

(C) Undertaking the national spot representation of any television broadcast station other than those listed on Exhibit A hereto unless

(1) defendants shall have given written notice of the proposed spot representation to plaintiff, affording plaintiff opportunity to apply to this court within 30 days after such notice for a determination by the court as provided in clause (2) hereof, and

(2) if plaintiff shall have so applied, the court shall have determined that NBC has not coerced the owner of such station to engage NBC for the national spot representation of the station by terminating or threatening to terminate or refusing or threatening to refuse to enter into, an NBC network affiliation agreement with the station sought to be represented or with any other television broadcast station controlled by such owner or in which such owner has a substantial ownership interest, defendants having the burden of proof.

V.

Defendants are ordered and directed, on or before Dec. 31, 1962, to sell, exchange or otherwise dispose of all right, title and interest in WRCV-TV and WRCV to a person or persons not controlled directly or indirectly by either defendant and in which neither defendant has any substantial ownership interest.

Such disposition, if accomplished by exchange, shall be an exchange for a station or stations not in the Philadelphia market area and such exchange shall not be effected unless

(1) defendants shall have given written notice of the proposed exchange to plaintiff, affording plaintiff opportunity to apply to this court within 30 days after such notice for a determination by the court as provided in clause (2) hereof, and

(2) if plaintiff shall have so applied, the court shall have determined that the consent of the other party to the proposed exchange was not obtained by acts or conduct of NBC or RCA relating in any way to the negotiations for the proposed exchange, which acts or conduct constitute either (a) an unreasonable restraint of trade (as to which issue plaintiff shall have the burden of proof) or (b) a violation of subsection (A) of Section IV of this final judgment (as to which issue the defendants shall have the burden of proof).

If such disposition is accomplished otherwise than by exchange, defendants shall give plaintiff written notice of such proposed disposition at least 30 days prior to filing with the Federal Communications Commission any application for the Commission's consent to such disposition.

NBC and RCA are prohibited from acquiring any ownership interest in any television broadcast station in the Philadelphia market area until this final judgment shall terminate and be of no further force and effect.

NBC and RCA are prohibited, for a period of five years from and after the date of entry of this final judgment, from acquiring any ownership interest in any standard broadcast station in the Philadelphia market area. Any such acquisition after five years from the date of entry of this final judgment shall be subject to the procedure provided in subsection (B) of Section IV of this final judgment for acquisition of television broadcast stations in certain market areas.

VI.

Nothing contained in this final judgment shall be construed to require this court to pass upon any transaction of acquisition or exchange by the defendants or any undertaking by them of national spot representation except to the extent expressly stated in subsections (B) and (C) of Section IV and in Section V of this final judgment.

Defendants shall not apply to the Federal Communications Commission for consent to any exchange or acquisition subject to the provisions of subsection (B) of Section IV or of Section V of this final judgment until after expiration of the time within which plaintiff may apply to this court for a determination as provided therein or, if plaintiff so applies, until after such determination shall have been rendered by this court. In the event of an appeal from any determination rendered by this court pursuant to subsections (B) or (C) of Section IV or Section V of this final judgment, defendants shall not, during the pendency of such appeal, consummate the exchange or acquisition involved or undertake the national spot representation involved.

nation of the antitrust judgment.

• It prohibits NBC from acquiring a radio station in Philadelphia for the next five years. After that it must follow the procedure spelled out for tv acquisitions in other of the top eight U.S. markets.

• It prohibits NBC from acquiring a "substantial" interest in any tv station in the so-called seven largest markets, other than Philadelphia, without notifying the Justice Dept. to permit it to ask for court determination as to whether the network used its affiliation powers to coerce acceptance or to determine whether the conduct may be an unreasonable restraint of trade.

These seven "largest" markets, taken from the Bureau of the Budget's *Standard Metropolitan Statistical Areas,* are: New York, Chicago, Los Angeles, Detroit, Boston, San Francisco and Pittsburgh.

NBC already owns television stations in New York, Chicago and Los Angeles (and in Washington). It owns am-fm radio facilities in San Francisco.

• The decree prohibits NBC from acting as station representative for any station not now represented by NBC Spot Sales without permitting the Justice Dept. to ask the court to rule whether representation was secured through "coercive" powers of affiliation.

NBC now represents its own stations and KOA-TV Denver, KSD-TV St. Louis, WCKT-TV Miami, WAVE-TV Louisville, WRGB (TV) Schenectady and KONA-TV Honolulu.

• The decree prohibits NBC from applying to the FCC for consent to any assignments or transfers until the network has complied with the provisions relating to notification to the Dept. of Justice and the possible determination by the court.

• It requires NBC to permit Justice Dept. agents to examine records and to call for reports.

Exact Time Limit • The terms of the consent decree run for nine years from the date NBC disposes (through sale or exchange) of the Philadelphia stations, but no less than 10 years from the date of the filing of the judgment. The judgment was filed with Chief Judge William H. Kirkpatrick in U.S. District Court in Philadelphia.

Several provisions in the consent decree clarify NBC's rights. One refers to the fact that the shifting of an NBC station from one channel to another under the FCC's current allocations deliberations should not be construed to mean that NBC has "acquired" another station. It also provides that either party to the suit can ask the court to take another look at the "top" eight markets when they think changes may have taken place in that lineup.

One section of the document declares that NBC is prohibited from

A WHBF PLUS SIGN • NO. 3

Leslie C. Johnson, vice-president and general manager of WHBF Radio and TV, looks over . . .

Letters of GOOD WILL—34 years in building—constitute a productive PLUS for WHBF advertisers!

They are a gold mine of our most treasured possessions — voluntary tributes from laymen, and from leaders in industry, education, religion and civic activities — attesting outstanding WHBF community service for more than a third of a century!

They are, indeed, a continuing area-wide, factual evaluation of WHBF community prestige. They portray a picture painted by the HOME FOLKS of a radio-television service — strong, deep rooted, and PRODUCTIVE.

Another indication of listener confidence is evidenced by the substantial leadership of WHBF in the latest Nielsen NCS No. 2. WHBF still leads all of the 68 downstate Illinois radio stations.

With the many advertisers, local and national, who have helped build WHBF over the years, their association brings PRIDE, never apology! That is a definite PLUS in productivity of any sales relationship.

* * *

YOU can be sure that WHBF radio and television quality productivity is available on a fair, honest and efficient basis to all advertisers who desire for their sales messages a friendly receptive audience in a climate of true family hospitality.

STRONG & PRODUCTIVE FROM DEEP ROOTS

WHBF

Covering Western Illinois + Eastern Iowa • RADIO & TELEVISION

Represented by Avery-Knodel

using its network affiliation power to "coerce" anybody into selling its station to NBC.

Some interest was aroused by the three-year-plus period given to NBC to sell or exchange its Philadelphia outlets. This was explained by one Justice Dept. official as representing a "reasonable" time for the network to dispose of this property.

Suit Brought in 1956 • The government brought the civil antitrust suit against NBC and RCA Dec. 4, 1956. It alleged conspiracy in restraint of trade and charged that NBC had coerced Westinghouse into agreeing to the exchange of stations by threatening to cancel or refuse NBC affiliations to WBC stations. It also claimed that the stations swap gave NBC a monopoly position in five of the eight largest markets in the country.

In the exchange, NBC acquired Westinghouse's Philadelphia stations and gave Westinghouse the network's Cleveland stations plus $3 million.

The government suit asked that the transaction be abrogated and that NBC be divested of such assets as the court deemed "proper and necessary."

Before bringing the charges to court, the Justice Dept. submitted the case to a grand jury sitting in Philadelphia. The grand jury never brought in an indictment.

The government's action came virtually one year after the FCC had approved the swap.

The Commission's approval came Dec. 21, 1955, by a vote of six to one. Comr. Robert T. Bartley dissented, raising the question whether the Commission's approval might not prevent the Justice Dept from bringing an antitrust suit. This viewpoint was rebutted by then Comrs. John C. Doerfer and Richard A. Mack, who maintained that FCC action could not preclude action by other government agencies.

The FCC kept the Justice Dept advised but was never asked to delay action on the transfer applications.

The FCC approved the exchange after investigating the charges of coercion —although these were never made formally or publicly by Westinghouse.

In arguing in District Court, NBC and RCA maintained that the Justice Dept. was debarred from bringing the suit because the FCC had approved the arrangements. The government disagreed.

Judge Kirkpatrick agreed with the NBC-RCA position and early in 1958 ruled that the antitrust suit was too late. He declared that the Justice Dept. should have participated before the FCC as a party in the case.

The Justice Dept. appealed this decision to the U.S. Supreme Court. In February of this year the Supreme Court over-ruled the District Judge.

In a unanimous seven-man decision (Justice Felix Frankfurter and William O. Douglas did not participate), the Supreme Court ruled that it is up to the courts to decide antitrust charges, not the FCC. The opinion, written by Chief Justice Earl Warren, quoted extensively from legislative history to bolster its belief that the FCC was not organized to pass on charges of antitrust violations—although the high court said it could take such matters into account when granting or denying applicants for licenses.

TV PREVIEW

The new glamour of support stockings told by tv

For years women inflicted with so-called "tired legs" or "leg fatigue" have had available to them stockings made of rubber. These provided support and eased the tiredness. A sales drawback, however, has been the high cost and not-so-fashionable appearance of rubber hose.

Supp-hose, a support stocking on the market (it is sold through stocking manufacturers) made completely of nylon, and fashionable, is on tv to convince American women that their legs will look as dressed in Supp-hose as they would be when encased in any nylon.

To get this across to women, Supp-hose, which is a product of Kayser-Roth Hosiery Co., New York, makers also of Esquire socks, Schiaparelli hosiery and Fruit of the Loom socks, decided to show its prospective customers just how fashionable the product can be.

Parisian Cheesecake • A tv campaign goes on the air starting today (Sept. 28) which uses the locale of top Parisian fashion salons and features French women models wearing Supp-hose.

This idea—of bringing Parisian cheesecake to the American tv screen—originated with Charles Goldschmidt, chairman of the board, Daniel & Charles, New York, agency for the hosiery firm.

The agency sent its fashion coordinator Nadine Bertin to Paris for two weeks in July to supervise filming of a group of tv commercials during openings at the fashion salons of Pierre Cardin and Frederic Senne.

The $1.5 million campaign will include spot schedules and network participations (NBC-TV's *Treasure Hunt, Jack Paar Show, Young Dr. Malone* and Leon Pearson's news show). The campaign is set to run this fall and into the winter. Included also in the spot plan is participation in 14 women's shows. The agency estimates the commercial will reach an estimated 98% of all tv homes.

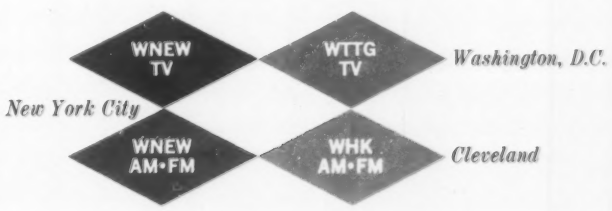
MODELING WITH SUPP-HOSE
Filming at the Pierre Cardin salon in Paris

SILK ORGANZA GOWN BY LUIS ESTEVEZ—INTERIOR DESIGN BY MICHAEL GREER

Blending simplicity with sophistication, possessed of a gracious maturity, striving unceasingly for ever higher accomplishments . . . a "metropolitan" personality.

METROPOLITAN BROADCASTING CORPORATION

205 East 67 Street, New York 21, N. Y.



GULF PRESS CONFERENCE **2**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them—a fuller understanding of the oil industry.

Oil-hungry America, 1959

Oil is a huge business. It must be to meet America's appetite for oil. Yet as swiftly as this appetite has grown since Colonel Edwin L. Drake brought in the first well 100 years ago—as enormous as it is—it emerges more unknown than understood. These days, how much oil is enough?

Q. Perhaps we should first ask this: how much oil do we really have today?

A. Let's start with Colonel Drake as a reference point. In 1859, he coaxed 2,000 barrels of oil from the ground. Last year, America's total flow was 2,450,000,000 barrels. And the world's known proven reserves were estimated at 252,000,000,000 barrels.

Q. That sounds like enough oil to keep us running for quite a long while.

A. Not very long. If you limit the reserves to those in America alone, the best experts say that they offer us less than a dozen years' supply.

Q. That brings us to our appetite for oil. Just how big is it?

A. To begin with, we really have more than one appetite. There is our need for oil as energy. There are our consumer product needs. And not least, our national defense needs.

Q. How importantly does oil figure in our energy requirements these days?

A. You can accurately call oil the economy's number one energy food. A century ago, we did 94% of our work with muscle power. Today, in exact reverse, fuel energies account for 94%. And over the 100 years, the share of these energies supplied by oil and gas has climbed to 72%. It is still climbing.

Q. To bring this job down to cases, what of oil in industry?

A. For one thing, our industrial output as measured in gross national product has increased by 2,253% in this century. And oil has played a key part not only in moving industry's wheels, but also in lubricating them. Oil heats some 700,000 factories—some 9,000,000 private homes as well.

Q. Let's turn to our transportation needs. What is oil's role in supplying energy here?

A. At last count, we had 56,000,000 cars and 11,000,000 trucks and buses on our roads. They were using gasoline at the rate of 53,000,000,000 gallons a year. Add to these 17,923 oil-powered ships and 28,331 diesel locomotives.

Q. You mentioned our appetite for consumer products. Is this, strictly speaking, an oil appetite?

A. You judge. Oil is an essential ingredient in over 2,500 things we use every day. The list grows too fast to keep count.

Q. What are some of the items we would find on this list?

A. One example is the insecticides we are using in almost three times the quantity we did ten years ago. There is the asphalt we use on 80% of our paved roads and will use on many of the 85,000 miles of new roadway we'll be needing soon.

Q. Don't a good many of these products come even closer to home than this?

A. Oil lubricates from 25 to 30 electric motors in today's typical home. And beyond that, you may wash, shave and comb wholly with oil-derived products. Oil probably helped produce, transport and cook your last meal. Oil not only moves your car—it makes possible its tires, upholstery, glass, paint.

Q. That leaves national defense. Isn't this appetite for oil a pretty obvious one?

A. Perhaps. But not so its extent. In World War I, more than half the supplies our overseas troops asked for and got were oil supplies. The figure often ran to 80%. And since then, our wars and war machinery have greatly increased that appetite.

Q. Can you somehow put our defense needs today into more specific terms?

A. As just one example, it takes five big 5,000-gallon tanker trucks to fill up the tanks of one of our big jet bombers.

Q. Taking our total appetite, what can we expect will happen to it from here?

A. You can safely say an oil-hungry America is getting even hungrier. In the next 10 years alone, we estimate our oil needs will rise by 40%.

We cordially welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.

SPECIAL REPORT

A HARD LOOK AT THE FALL LINEUP

What the new tv network season promises: excitement in its many specials, slick predictability in weekly formula shows

A pattern for the future in network television programming is being spun in the 1959-60 season, currently in its first weeks.

This conclusion becomes inescapable after a look, completed last week, at the new fall product. BROADCASTING editors were assigned to preview all new nighttime series scheduled for this fall. With the cooperation of the networks this was arranged for all film shows except a negligible number, most of which were still in production (see previews starting on the next page).

The final tally found, out of close to three dozen new film entries, a half-dozen that were judged definitely weak, an equal number that were rated superior, and the rest somewhere in between but within the range of adequacy in terms of standards for the mass audience.

Formula • The findings back up the theory, advanced before, that earlier trends are being extended and solidified into a formula that may be around for years.

The formula has two essential elements. One is a huge bedrock of regularly scheduled programs of commercial quality and general appeal. The other, adorning the bedrock, is a festoon of literally hundreds of big-budget special productions appealing to more selective and critical viewers as well as the mass audience (see separate story on page 44).

The reasoning supporting the suggestion that this will be the formula for the long haul is that television can scarcely afford specials every hour, that there has to be bread-and-butter programming to pay the freight, but that in addition to these regulars there must be big productions to give the medium overall excitement and greater balance.

Rescheduling, too • In preparing the bread and butter for 1959-60, network programs have come up not only with new offerings but with a rescheduling of the old. One network executive reported last week that only one competitive time period this fall contains the same three shows that were fighting one another last year: (Wednesday at 10-10:30: fights on ABC, *Steel Hour* and *Armstrong Theatre* on CBS, *This Is Your Life* on NBC).

Here, show by show, is the BROADCASTING editors' rundown on all new, regular scheduled evening series available on film. In each case, for consistency and fairness, the appraisal is based on the one episode previewed, even though some series are already on the air and in a few instances the episodes seen since might have produced somewhat different reactions. The previewers' report also notes that while a number of programs failed to come up to the level of what might have been expected from their original concepts, several of them—even so—are above the average in their category.

WHAT SPECIALS PROMISE THIS YEAR: PAGES 44-45
REPORTS ON ALL NEW SERIES BEGIN ON NEXT PAGE

The specials • An hour and a half dramatization of W. Somerset Maugham's "The Moon and Sixpence" starring Sir Laurence Olivier (above) exemplifies the lavishness of special offerings this season. Total cost for time and talent will run nearly $500,000. It will be telecast in color on NBC-TV on Oct. 30, 8-9:30 p.m. The production was done on video tape. Renault and RCA are sponsors for this 90-minute color special.

The regulars • *Laramie*, weekly western hour on NBC-TV, is costlier-than-average sample of new network series. It is 1959-60 variation on classic horse opera theme and pretends to be nothing more than escapist entertainment.

SEASON OF THE SPECIALS

More than $100 million worth of specials are being strung together to hang like unending yards of tinsel on this season's network television schedules.

Some 400 or more shows have been scheduled under the "special" classification.

These productions, mostly big budget, range across a wide spectrum, from big-name variety shows to classroom education to news and sports and public affairs. Drama, music, comedy, history, dancing, biography, fairy tales, current events—in the programmers' opinion, something for even the most demanding viewer has been scheduled and with top talent. Even television's print critics have given optimistic advance reports.

It is on these specials that the 1959-60 season is expected to depend for excitement, color and glamor not usually attainable in the bread-and-butter programming of regularly scheduled series.

Handful on ABC-TV • ABC-TV, while sticking basically with regularly scheduled shows, nevertheless has a handful of specials on its schedule. "The Splendid American," a documentary of Americans working in embattled Laos, was slated yesterday (Sept. 27), Shirley Temple's *Storybook Series* resumes tonight (Sept. 28) and a Bing Crosby special is set for tomorrow, featuring Frank Sinatra, Louis Armstrong, George Shearing, Joe Bushkin, Peggy Lee and other guests with Mr. Crosby. The first of four Sinatra specials is slated Oct. 19 with Mr. Crosby, Dean Martin and Mitzi Gaynor among the visitors, and "Golden Circle," an hour-long story of music through the past 25 years, is on tap for Nov. 25 with Eydie Gorme and Steve Lawrence featured. Art Carney's "Peter and the Wolf" production of last year will be repeated Nov. 29.

CBS-TV Plans • CBS-TV, counting up about 185 specials on its agenda, has—among others—15 Revlon specials running 90 minutes (starting Oct. 8 with Tallulah Bankhead, Sammy Davis Jr., Mort Sahl and Esther Williams among the stars) and five of an hour apiece.

Jack Benny is down for three specials, Phil Silvers for four, Red Skelton for one. Four Ernest Hemingway novels will be seen in 90-minute dramatizations, beginning with "The Killers" on Nov. 19. A humorous history of automobile progress called "Holiday on Wheels" will kick off a series of Sid Caesar specials on Oct. 21. Three *Special Tonight* programs have been set, starting Oct. 27 with "Bells of St. Mary's." Viewers will spend "Christmas at the Circus" on Dec. 10 and see "The Fabulous Fifties," covering outstanding events of this decades in music, comedy, drama, and dance, on Jan. 17. *Du Pont Show of the Month*, The Lucille Ball-Desi Arnaz series, and *Playhouse 90* are all back. A number of news and public affairs specials are planned, authorities report, and others will be inserted as world events occur.

NBC-TV's Plans • NBC-TV is offering more than 200 programs under the banner of specials. Probably the most ambitious group is the *Ford Startime* series of 39 shows for which Tuesday-evening hours have been reserved. NBC also is scheduling specials on Sunday and Friday nights regularly, and others throughout the week.

Sir Laurence Olivier's television debut in "Moon and Sixpence" is scheduled for Oct. 30 with Hume Cronyn, Jessica Tandy and Geraldine Fitzgerald in the supporting cast. "What Makes Sammy Run" is currently being dramatized in two chapters, Sept. 27 and Oct. 4. There was an "Evening with Jimmy Durante" last Friday (Sept. 25) and there'll be another "Evening with Fred Astaire" (Nov.4). Bob Hope is scheduled for six specials, starting Oct. 8 with Dean Martin, Natalie Wood and the four Crosby brothers as guests. "Life in the Thirties," reporting on the 1929-39 decade, is set for Oct. 16. "Our American Heritage' will dramatize six historic American figures, beginning with Thomas Jefferson

The new ABC-TV weekly series

Adventures in Paradise

Production costs: $100,000.
Time: Monday, 9:30-10:30 (premiere Oct. 5).
Sponsor-agency: Liggett & Myers through McCann-Erickson, Reynolds Metals through Lennen & Newell, Armour & Co. through Foote, Cone & Belding, Bulova through McCann-Erickson, Seven-Up through J. Walter Thompson, Johnson & Johnson through Young & Rubicam, Luden's through J.M. Mathes, Warner-Lambert through Ted Bates, Polaroid through Doyle Dane Bernbach, International Latex through Reach McClinton, duPont through BBDO.
Production company: Martin Manulis Productions for 20th Century-Fox.
Executive producer: Dominick Dunne; producer: Richard Goldstone; associate producer: Peter Nelson; directors and writers: various; based on original stories written by James A. Michener.
Continuing cast: Gardner McKay and Weaver Levy.

The possibilities are there: stories from James ("Tales of the South Pacific") Michener which mix action and adventure and sometimes a psychological problem or two against a lovely South Seas background. But the potentialities remain to be realized. Even the beauty of the islands is make-believe.

In the pilot episode, "Safari at Sea," a movie-star hero feels compelled to display unreasonable bravery to hold the respect of his unreasonable wife. It is no credit to the rest of the film that some of the most scenic shots occur in the underwater fish-flight that almost costs his life. Gardner McKay, the boat captain who is star of the series, manages to save his life and his marriage. Fist-fights, drinking bouts, amorous (almost) escapades, close calls under water, hospital scenes and other adversities fill up the rest of the time, but nothing happens to lift a potentially exciting hour much above the prosaic.

The Alaskans

Production costs: $80,000.
Time: Sunday, 9:30-10:30 p.m. (premiere Oct. 4).
Sponsor-agency: Bulova through McCann-Erickson, Liggett & Myers through McCann-Erickson, Armour & Co. through Foote, Cone & Belding, National Carbon through William Esty, Luden's through J.M. Mathes, Johnson & Johnson through J. Walter Thompson, Warner-Lambert through Ted Bates, Corning Glass through N.W. Ayer, duPont through BBDO.
Production company: Warner Bros.
Executive producer: William T. Orr.
Continuing cast: Roger Moore, Jeff York and Dorothy Provine.

Conceived in dimensions appropriate to our biggest and next-to-newest state, this one brings off the illusion of magnitude only in its length and in the size of its cast. For all the action it offers, it leaves a viewer as cold as the wintry wastes on which much of the plot is dragged out.

Theme of the opening episode is simple but its execution is complicated. It might be called "Greed Does Not Pay, Very Often." A dying sourdough confides the location of his gold-laden sled. This then becomes the grail of as sneaky a group of double-crossing gold-grubbers as was ever organized to mush across the Alaskan wilderness for ostensibly legitimate purposes. There were a lot of people in the Klondike in 1898; most of them seem to have roles in this film. The characters are hard to sort out. There is too much confusing non-essential activity. The clutter ought to be cleaned out. As a half-hour show it might be good; it would certainly be an improvement.

Gene Kelly will star in Pontiac special, NBC-TV, Dec. 10

Ingrid Bergman rehearses for CBS-TV's *Turn of the Screw*

Ernest Hemingway and A. E. Hotchner who will adapt *The Killers*, one of four Hemingway specials on CBS-TV

on Oct. 18, and *Hallmark Hall of Fame* will be back with four dramatic offerings "Tempest," "Winterset," "A Doll's House" and a repeat of "Cradle Song."

The roster of stars for NBC specials includes Maurice Evans, Julie Harris, Ingrid Bergman. Sir Alec Guinness Shirley Booth, James Stewart, Tony Curtis, George Burns, Frank Sinatra, Ethel Merman, Victor Borge, Art Carney, Thomas Mitchell, Judith Anderson, Lee Remic. NBC also has 40 news specials on its docket, and a total of 450 hours of sportscasts.

Bourbon Street Beat

Production costs: $80,000.
Time: Monday, 8:30-9:30 p.m. (premiere Oct. 5).
Sponsor-agency: Libbey-Owens-Ford through Fuller & Smith & Ross, Phillips-Van Heusen through Grey Adv., P. Lorillard through Lennen & Newell, Warner-Lambert through Ted Bates, Reynolds Metals through Lennen & Newell, International Latex through Reach, McClinton.
Production company: Warner Bros.
Executive producer: William T. Orr.
Continuing cast: Richard Long, Andrew Duggan and Arlene Howell.

ABC-TV and Warner Bros. has transplanted *77 Sunset Strip* to the deep South this season. It turns up in New Orleans with the following alterations.

Bourbon St. subs for Sunset Strip.

The Old Absinthe House subs for Dino's Lodge.

Richard Long and Andrew Duggan sub for Efrem Zimbalist Jr. and Roger Smith.

Arlene Howell (an ex-Miss U.S.A.) subs for Suzanne.

Van Williams subs for Kookie.

Beyond that, with allowance for some colloquial changes, things are pretty much the same. ABC-TV hopes the ratings will match as well; it's pitting *Bourbon Street* on Monday night against four of its competitors' most popular half-hours—*Father Knows Best* and *Danny Thomas Show* on CBS-TV, *Wells Fargo* and *Peter Gunn* on NBC-TV.

The Detectives, Starring Robert Taylor

Production costs: $50,000.
Time: Friday, 10-10:30 p.m. (premiere Oct. 16).
Sponsor-agency: Procter & Gamble through Benton & Bowles.
Production company: Four Star and Hastings Films.
Co-producers: Jules Levy and Arthur Gardner.
Continuing cast: Robert Taylor, Lee Farr, Tige Andrews and Russell Thorsen.

Robert Taylor moves into television in a police series that starts out with advantages that might be summarized as "the professional touch." If the story isn't unique, as it isn't, it does have the merit of having been competently written, acted and produced. This lifts the result several cuts above some of the other entries.

Mr. Taylor plays a police captain and the structure is such that there is another hero handy in case he wishes a respite from time to time. In this episode, about the murder of a wealthy and stuffy man, the detection is based on believable clues, the production is polished and the writers have gone to the trouble to develop an ending that has a better twist than is customary in such pieces. There seems a good chance it will have its viewers back the next week, same time, same station.

Hawaiian Eye

Production costs: $80,000.
Time: Wednesday, 9-10 p.m. (premiere Oct. 7).
Sponsor-agency: American Chicle through Ted Bates, Carter Products through Ted Bates, American Home Products through Ted Bates, Harold F. Ritchie Co. through Kenyon & Eckhardt.
Production company: Warner Bros.
Executive producer: William T. Orr; producer; Stanley Niss; directors and writers: various.
Continuing cast: Anthony Eisley, Bob Conrad, Connie Stevens and Poncie Ponce.

Advance information indicates this will be the Hawaiian version of *77 Sunset Strip*. As such viewers can expect much the same kind of programming they see in that series and its other new version, *Bourbon Street Beat*. *Hawaiian Eye* is still in production and was unavailable for reviewing.

Adventures in Paradise, ABC-TV

Hawaiian Eye, ABC-TV

The new ABC-TV weekly series CONTINUED

John Gunther's High Road

Production costs: $38,000.
Time: Saturday, 8-8:30 p.m. (premiere Sept. 7).
Sponsor-agency: Ralston-Purina through Guild, Bascom & Bonfigli.
Producer: Jerry Stagg; writers-associate producers: Phillip Shuken and John L. Greene.
Continuing cast: John Gunther, narrator.

Only in a few random moments did the opening episode come anywhere near to offering the absorbing sort of television held out by the idea of exploring with John Gunther. Mr. Inside has traveled far enough and long and deep enough to know where to go for subject matter that is at once exciting and informative.

"Song of the Congo," the story of the primitive talent hunt behind the famed African Ballet, was a passable and possibly good idea. Some of the native dances were fascinating. But they began to seem repetitive. Some of them should have been edited down, if not out, to accommodate a better explanation of how the many problems of molding talent from 20 diverse tribes into a dependable ballet company had been achieved. The overall production seemed incohesive—and incomplete. Quite likely, too, the majority of viewers could have approached the program more intelligently if Mr. Gunther's closing explanations had been given at the beginning of the program.

Man From Black Hawk

Production costs: $42,000.
Time: Friday, 8:30-9 p.m. (premiere Oct. 9).
Sponsor-agency: Miles Labs through Geoffrey Wade Adv. and R.J. Reynolds through William Estey.

The Rebel, ABC-TV

The Alaskans, ABC-TV

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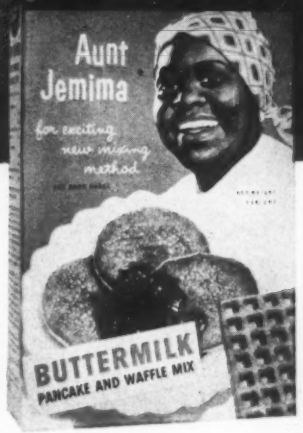
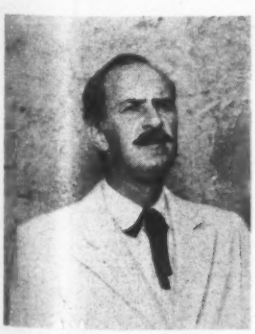


THE *Award* THEATRE

JAMES MASON in
"A Sword for Marius"

KIM HUNTER in
"The Dark File"



KEENAN WYNN in
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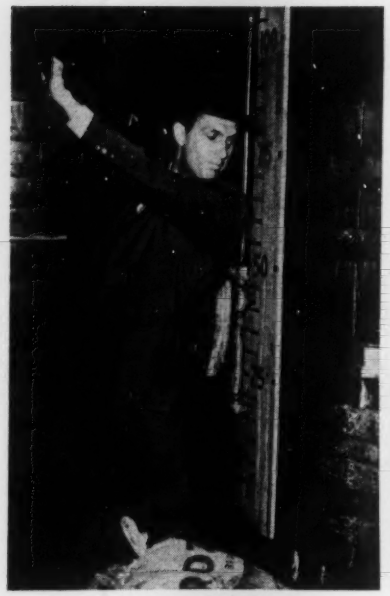


The Untouchables, ABC-TV

Bourbon Street Beat, ABC-TV

The new ABC-TV weekly series CONTINUED

Production company: Screen Gems.
Producer: Herb Meadow.
Continuing cast: Robert Rockwell.

The Man From Black Hawk is another so-so western. It stars Robert Rockwell as an insurance investigator for the Black Hawk Insurance Co., who spends his time uncovering fraudulent claims. It's a different sort of role for Mr. Rockwell, who's best remembered as Mr. Boynton in the *Our Miss Brooks* series.

The show is notable only for some interesting plot devices that viewers might find useful if they're ever up against outlaws in the Far West—like balancing a glass of water on a doorknob to betray intruders, or handcuffing one desperado to the bedpost while you beat up the other one.

Taken as a whole, the impression is drab.

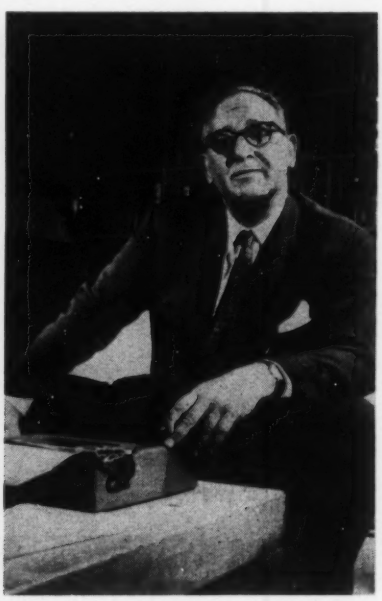
Philip Marlowe

Production costs: $37,000.
Time: Tuesday, 9:30-10 p.m. (premiere Sept. 29).
Sponsor-agency: Brown & Williamson through Ted Bates and American Home Products through Ted Bates.
Production company: Goodson-Todman with California National Productions.
Producer: William Froug; directors: Irving Keshner, Jerry Hopper and Boris Sagal; writers: Jim Moser, Berne Giler, Stanley Niss and Charles Beaumont.
Continuing cast: Philip Carey.

Philip Marlowe is of the tough-and-ugly school of detective literature. As the format sets it down, the ends justify the means and it doesn't matter how many skulls you crack as long as right triumphs.

It's ably done. Philip Carey is ruggedly interesting in the title role, enhanced by a prominent scar as token of his many battles with the lawless. In the opener he's hired by a one-time gangster, now gone straight, to keep

Man From Black Hawk, ABC-TV



Gunther takes *High Road,* ABC-TV

Philip Marlowe, ABC-TV

OPEN FOR
BUSINESS

Dennis the Menace, CBS-TV

duPont's June Allyson, CBS-TV

Betty Hutton Show, CBS-TV

The new ABC-TV weekly series CONTINUED

his impressionable daughter from running off with a "tennis bum."

Marlowe and the kid fight. Marlowe wins. Then a small-time mobster who has a grudge against the girl's father supplies the kid with a pair of brass knuckles and sets him against Marlowe again. They fight. Marlowe wins. But in the excitement the mobster kidnaps the daughter and Marlowe gives chase. He catches up, they fight, the mobster is killed.

The production values are above par, the acting likewise. Raymond Chandler, author of the Marlowe stories adapted in the series, comes off much better than some other authors who've lent their names to tv series this season.

The Rebel

Production costs: $40,000.
Time: Sunday, 9-9:30 p.m. (premiere Oct. 4).
Sponsor-agency: Liggett & Myers through Dancer-Fitzgerald-Sample, Procter & Gamble through Young & Rubicam.
Production company: Goodson-Todman.
Producer: Andrew J. Fenady; director: Irvin Kershner.
Continuing cast: Nick Adams.

Another western, but not *just* another western, *The Rebel* introduces a welcome modicum of freshness to this hard-worked classification. The pilot plot is a western basic: the good guy, returning after a long absence, finds the bad guys in control of his home town and, after suitable difficulties, frees it from their greedy grasp. But a little extra thought went into the writing and production.

The good guy is no sheriff, marshal, deputy or even rich-but-honest rancher; he is an unpretty youngster—fresh from the war (Civil, whence derives the series' title). His big weapon, at least in this episode, is a bomb which he uses to blow the bad guys out into the open where they can have at it with more conventional arms. The biggest gun, though, may be the star of the piece, played by Nick Adams, who seems the capable type of young man that attracts audiences these days.

The Untouchables

Production costs: $80,000.
Time: Thursday, 9:30-10:30 p.m. (premiere Oct. 15).
Sponsor-agency: Liggett & Myers through McCann-Erickson, Armour & Co. through Foote, Cone & Belding, Warner-Lambert through Ted Bates, Bulova through McCann-Erickson, Carnation through Erwin Wasey, Ruthrauff & Ryan, duPont through BBDO, Lewis Howe Co. through McCann-Erickson, Luden's through J.M. Mathes, Procter & Gamble through Benton & Bowles.
Production company: Desilu.
Executive producer: Quinn Martin.
Continuing cast: Robert Stack, Abel Fernandez, Jerry Paris and Nicholas Geogiadi.

This is another of this fall's shows that are so new they heaven't yet been produced. It's based on a two-part *Desilu Playhouse* performance on CBS-TV last year and concerns a prohibition agent in the roaring 20's. The CBS-TV show was used as pilot on the ABC-TV production.

The new CBS-TV weekly series

Dennis the Menace

Production costs: $35,500.
Time: Sunday, 7:30-8 p.m. (premiere Oct. 4).
Sponsor-agency: Kellogg through Leo Burnett.
Production company: Screen Gems.
Executive producer: Harry Ackerman; director: James Fonda; writers: William Cowley and Peggy Chantler.
Continuing cast: Jay North, Gloria Henry, Herbert Anderson, Gil Smith and Joseph Kearns.

This young terror is a wow in cartoons, where he was born. He doesn't translate easily to television, chiefly because some semblance of a story line is needed to tie his escapades together. Considering the difficulties, this effort can be rated commendable.

The plot doesn't matter much, so long as it is connective. It is enough to say that everything Dennis touches turns to ruins. The pilot fable started slowly, but picked up momentum. Biggest drawback probably is the casting of Dennis; granted that the impertinent appearance of the cartoon original cannot be duplicated in life, it nevertheless is regrettable that a somewhat more accom-

CONTINUED on page 55

OCCASION

Here are the next 10 days of network color shows (all times EDT). All NBC-TV:

Sept. 28-30, Oct. 1,2,5-7 (6:30-7 a.m.) **Continental Classroom.**

Sept. 28-30, Oct. 1,2,5-7 (12:30-1 p.m.) **It Could Be You,** participating sponsorship.

Sept. 28, Oct. 5 (10-11 p.m.) **Steve Allen Show,** Plymouth through N. W. Ayer.

Sept. 29, Oct. 6 (9-9:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Sterling Drug through Dancer, Fitzgerald & Sample.

Sept. 30, Oct. 7 (8:30-9 p.m.) **Price Is Right,** Lever through Ogilvy, Benson & Mather and Speidel through Norman Craig & Kummel.

Sept. 30, Oct. 7 (9-10 p.m.) **Perry Como Starring in the Kraft Music Hall,** Kraft through J. Walter Thompson.

Oct. 1. (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

Oct. 2 (8:30-9:30 p.m.) **Art Carney Show,** AC/UMS through D.P. Brother.

Oct. 3 (10-10:30 a.m.) **Howdy Doody Show,** Continental Baking through Ted Bates.

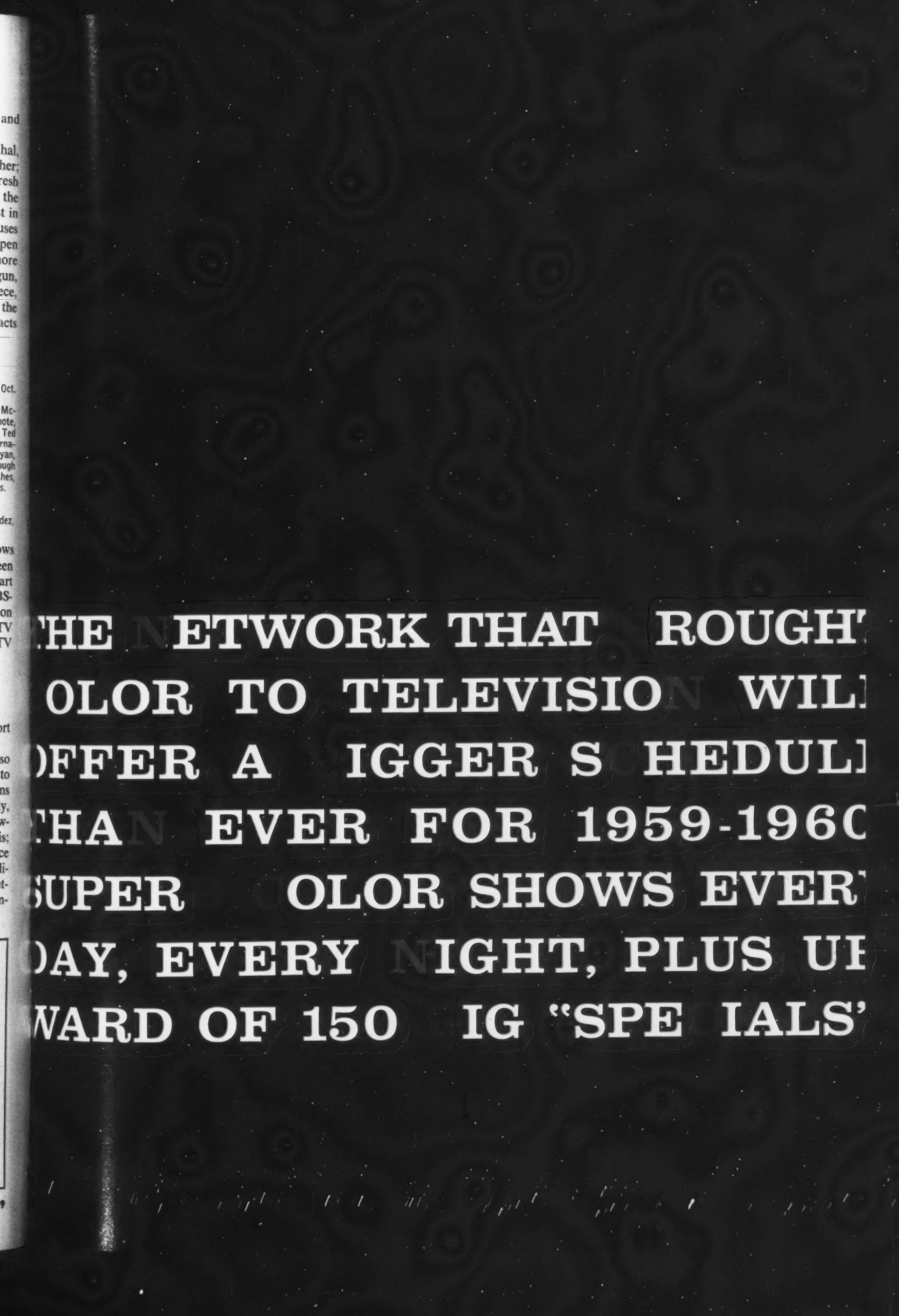
Oct. 3 (10:30-11 a.m.) **Ruff and Reddy Show,** Borden through Benton & Bowles and Mars through Knox-Reeves.

Oct. 3 (7:30-8:30 p.m.) **Bonanza,** RCA, through Kenyon & Eckhardt.

Oct. 4 (8-9 p.m.) **Sunday Showcase,** Procter & Gamble through Benton & Bowles.

Oct. 4 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

Oct. 6 (9:30-11 p.m.) **Ford Startime,** Ford through J. Walter Thompson.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CHEVY SHOW (SUNDAYS, 9:00-10:00 PM) · THE STEV
ALLEN SHOW (MONDAYS, 10:00-11:00 PM) · THE ARTHU
MURRAY PARTY (TUESDAYS, 9:00-9:30 PM) · THE FOR
SPECIALS (TUESDAYS, 9:30-10:30/11:00 PM) · THE PRIC
IS RIGHT (WEDNESDAYS, 8:30-9:00 PM) · PERRY COMO
KRAFT MUSIC HALL (WEDNESDAYS, 9:00-10:00 PM) · TH
FORD SHOW STARRING TENNESSEE ERNIE FOR
(THURSDAYS, 9:30-10:00 PM) · THE FRIDAY SPECIAL
(FRIDAYS, 8:00/8:30-9:30 PM) · BONANZA (SATURDAY
7:30-8:30 PM) · HOWDY DOODY (SATURDAYS, 10:00 AM
· RUFF AND REDDY (SATURDAYS, 10:30 AM) · NCA
FOOTBALL (SATURDAY AFTERNOONS) · ONE HOUR O
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NBC
the
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plished reader of lines was not chosen for the part. But as a whole it comes out pretty funny anyway.

The duPont Show With June Allyson

Production costs: $45,000.
Time: Monday, 10:30-11 p.m. (premiere Sept. 21).
Sponsor-agency: duPont through BBDO.
Production company: Four Star.
Executive producer: Tom McDermott; producer: Alvin Cooperman; associate producer: Shelley Hull; directors and writers: various.
Continuing cast: June Allyson as hostess and occasional star, and others.

One of the few new straight dramatic offerings of the season, this venture rates an accolade simply for that near-uniqueness. Judging an anthology of this sort on the basis of a single performance is even more dangerous than weighing a conventional series in terms of one episode, because the quality of anthologies is more apt to rise and fall from week to week. On merit alone, however, the opening Allyson show deserves a passing grade.

It is a story of a young widow (Miss Allyson) who refuses to marry again—or even to admit she is in love again—because she feels that to do so would deny her earlier love for her husband. In the end her mother-in-law (Ann Harding) talks her out of this notion. The plot development leaves some questions unanswered, the script has its share of cliches (and also one especially penetrating passage), and there is some justification if a viewer sometimes has to reassure himself that he is not watching a soap opera. But overall it is a respectable job, holding promise.

Hennessey

Production costs: $45,000.
Time: Monday, 10-10:30 p.m. (premiere Sept. 28).
Sponsor-agency: P. Lorillard through Lennen & Newell and General Foods through Young & Rubicam.
Production company: The Hennesey Co.
Producers: Don McGuire and Jackie Cooper; directors: various; writers: Don McGuire and others.
Continuing cast: Jackie Cooper, Abby Dalton, Roscoe Karns, Henry Kulky.

Hennessey is Jackie Cooper's second tv series (the first was *Peoples Choice*). He stars as a naval officer. Mr. Cooper's production company, which owns the show, refused to permit any pre-reviewing. The program goes on the air today (Sept. 28).

Hotel de Paree

Production costs: $40,000.
Time: Friday, 8:30-9 p.m. (premiere Oct. 2).
Sponsor-agency: Kellogg through Leo Burnett and Liggett & Myers through McCann-Erickson.
Production company: CBS-TV.
Executive producer: William Self; producer: Milton Krims; associate producer: Del Reisman.
Continuing cast: Earl Holliman, Jeanette Nolan, Strother Martin.

One of the most intriguing features of this western newcomer is the name of its hero, Sundance. Another is the name of his dog, Useless.

The pilot story is a rambling sort of thing in which Sundance saves from a greedy western gang the hotel of the title, owned by the daughter of a man Sundance had killed in the course of some foolish shenanigans several years before. Sundance has served out his debt to society for this misadventure and therefore it is all right for him to return and become a hero. This he does amid scenes of bravery and violence which will please the true western addict. Some, however, may come away thinking primarily of the dog's name, before noted.

The Betty Hutton Show

Production costs: $50,000.
Time: Thursday, 8-8:30 p.m. (premiere Oct. 1).
Sponsor-agency: General Foods through Benton & Bowles.
Production company: Hutton Productions.
Producer: William Harmon; directors and writers: various (series created by Stanley Roberts).
Continuing cast: Betty Hutton, Gigi Perreau, Richard Miles, Dennis Joel, Joan Shawlee and Jean Carson.

This will be Miss Hutton's first regular tv show. It was unavailable for reviewing because the producers changed signals after making the pilot and decided to start anew.

Dennis O'Keefe Show, CBS-TV

Twilight Zone, CBS-TV

The Lineup

Production costs: $90,000.
Time: Wednesday, 7:30-8:30 p.m. (premiere Sept. 30).
Sponsor-agency: Vick Chemical through Ogilvy, Benson & Mathers, Peter Paul through Dancer Fitzgerald Sample, Brown & Williamson through Ted Bates.
Production company: CBS-TV.
Producer: Frank LaTourette; director and writers: various.
Continuing cast: Warner Anderson, William Leslie, Tod Barton, Skip Ward and Rachel Ames.

The Lineup, which has been a popular member of the "authentic police department" programs on television, is out to distinguish itself this year. It's gone from a half-hour to an hour and been moved out of Friday night into hot competition on Wednesday opposite NBC-TV's *Wagon Train*.

Until this season the show featured

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THE BALABAN STATIONS

Hotel de Paree, CBS-TV

Johnny Ringo, CBS-TV

The new CBS-TV weekly series CONTINUED

the work of two San Francisco detectives, Lieutenant Guthrie (Warner Anderson) and Inspector Webb (Tom Tully). This year Webb is out and Guthrie has been promoted to a more supervisory role in the department. He still runs things, but has some handsome young assistants who come in for a lot of camera play.

More importantly, the shows themselves have been expanded in plot to match the new length. The initial episode, concerning three beatniks who terrorize a philandering grocery store manager and his paramour, came out vividly. Too vividly, almost: a scene in which the three abduct the grocer and threaten his life shows as chilling an account of cruelty as you're likely to find in television.

It's a professional job and succeeds in its purpose of injecting excitement and character into a hitherto routine show. Its hour is subject to some question: 7:30 seems a little early for such an adult show.

The Many Loves of Dobie Gillis

Production costs: $40,000.
Time: Tuesday, 8:30-9 p.m. (premiere Sept. 29).
Sponsor-agency. Philip Morris through Leo Burnett and Pillsbury Mills through Campbell-Mithun.
Production company: Martin Manulis Productions, 20th Century-Fox Television Inc.
Producer and director: Rod Amateau; writer: Max Shulman.
Continuing cast: Dwayne Hickman, Frank Faylen, Florida Freibus, Bob Denver, Tuesday Weld and Herbert Anderson.

Like the teen-agers it depicts, this one has its good moments and its doubtful ones. Dobie's only concern, natch, is girls. He wants one—any one. This episode details the miseries he goes through in trying to get the money to finance one who happens to be available at the moment.

On balance, the script is above average in laughs and the acting is adequate and in some cases excellent. Dobie is appropriately awestruck by the essential importance of women, and his parents add a few bright spots in their reactions to his plight. But unless the producers are careful they may find the real hero is not Dobie, but a droll beatnik type high school student named Maynard who, when the financial situation is bleakest, offers such practical advice as "maybe if we'd walk around town we'd find like a wallet." Conceivably in "Dobie" CBS has found like one too.

Men Into Space

Production costs: $50,000.
Time: Wednesday, 8:30-9 p.m. (premiere Sept. 30).
Sponsor-agency: American Tobacco through BBDO, National Carbon (Prestone) through William Esty, Longines-Wittnaur through Victor Bennett.
Production company: Ziv Tv.
Producer: Lewis Rachmil; directors: Charles Haas, Lee Sholem and Walter Doniger; writers: various.
Continuing cast: William Lundigan.

The headlines made a program like this inevitable and the universal preoccupation with space should assure it of a ready-made audience at the start.

The opening program deals with an experimental moon probe, from takeoff of the rocket and its three passengers until their safe return. Most of the action takes place inside the rocket as it speeds through space; for the most part it seems faithful to such basic facts as are generally known about these mat-

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ters. The script digs a little roughly for pathos in having the family of one of the space men wait out its vigil in public and what was held out as the main problem at the outset—return of the rocket—becomes secondary in the end. Highlight of the story comes when one of the rocketeers falls out into space. If it all sounds a little improbable, for an earth-bound layman, it is no more so than many of the stories beneath the headlines that inspired it.

Mr. Lucky

Production costs: $40,000.
Time: Saturday, 9-9:30 p.m. (premiere Oct. 24).
Sponsor-agency: Lever Bros. through Ogilby, Benson & Mather.
Production company: Spartan Productions.
Producers: Don Sharpe and Blake Edwards.
Continuing cast: John Vivyan.

This new half-hour series will come into the CBS-TV lineup late in October to replace *Brenner* on Saturday nights. The initial episodes have just gone into production. It is based in general on the Cary Grant movie of the same title some years back and is about the adventures of a gambler.

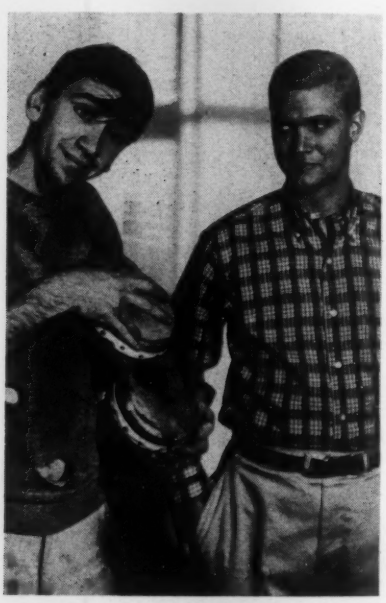
The Dennis O'Keefe Show

Production cost: $40,000.
Time: Tuesday, 8-8:30 p.m. (premiere Sept. 22).
Sponsor-agency: Oldsmobile through D.P. Brother.
Production company: Cypress Productions for United Artists Television.
Producer: Leo Hafner; directors: various; writer-creator: John Fenton Murray.
Continuing cast: Dennis O'Keefe, Hope Emerson, Rickey Kalman, Eloise Hardt, Eddie Ryder.

The *Dennis O'Keefe Show* is no more than it's supposed to be: a light, frothy, harmless situation comedy. It requires of viewers only that they ask no more than that; pity both if they should.

Mr. O'Keefe plays a stereotype newspaper columnist. The plot calls for a bachelor, but in concession to television's current family kick they've made him a widower with a small boy and a housekeeper. In the opener the hero gets boxed into escorting a glamour-struck teen-ager on a week of dates as prize in a quiz contest. In the course of it all Mr. O'Keefe is required to pull some antics which must seem pretty ridiculous to a grown man (like pantomining a stork and an ostrich from the wings of the quiz show in an attempt to help the other contestant and thereby get out of being the girl's date).

There are some laughs, which is a tribute to how well Mr. O'Keefe plays out his improbable assignment. There aren't enough, however, to justify the shows' leading off CBS-TV's Tuesday night schedule. It goes against the last halves of opposing westerns on both NBC-TV and ABC-TV and any audience that comes its way is more likely to be due to the opposition's inadequacies rather than to this show's merits.



Loves of Dobie Gillis, CBS-TV

Johnny Ringo

Production costs: $45,000.
Time: Thursday, 8:30-9 p.m. (premiere Oct. 1).
Sponsor-agency: S.C. Johnson & Son through Needham, Louis & Brorby and P. Lorillard through Lennen & Newell.
Production company: Four Star.
Producer: Aaron Spelling; directors: various; writer: Aaron Spelling.
Continuing cast: Don Durant, Karen Sharpe, Terrence deMorney and Mark Goddard.

Johnny Ringo, like the other Grade B western product on tv, is neither very good nor very bad. It's just there.

The plot and the performance are hackneyed. The hero is one of the "fast gun" types who can't outdistance his reputation and therefore has to continually shoot it out with strangers who come to town to test his hand. We can safely assume they're all going to lose. The only distinguishable performance in the opening episode was by guest star Thomas Mitchell as a drunken deputy, but he was killed so there's not much hope there.

The most unforgettable thing about Johnny Ringo is that it's so hard to remember.

Tightrope!

Production costs: $45,000.
Time: Tuesday, 9-9:30 p.m. (premiere Sept. 8).
Sponsor-agency: Pharmaceuticals through Parkson Adv.
Production company: Screen Gems.
Producers: Clarence Greene and Russell Rouse; director: Russell Rouse; writers: Clarence Greene, Russell Rouse and others.
Continuing cast: Mike Connors.

Tightrope!, CBS-TV

The tightrope in *Tightrope!* is the figurative one walked by a police undercover agent who works inside the mob. Take it from there.

The story lines are predictable, albeit presentably executed. In the initial stanza the hero joins a gambling syndicate to get evidence against Mr. Big. He turns the trick by being meaner than all the crooks and beating them at their own game. In the process he has to fight off both the mobsters and their molls, although for different reasons. Like all tv detectives, he's irresistible to women.

He's also got a "shtick"—tv lingo for a gimmick that sets him apart from colleagues in other series. This one is a gun secreted in the back of his cummerbund (tuxedoes are standard apparel for today's high-fashion detectives).

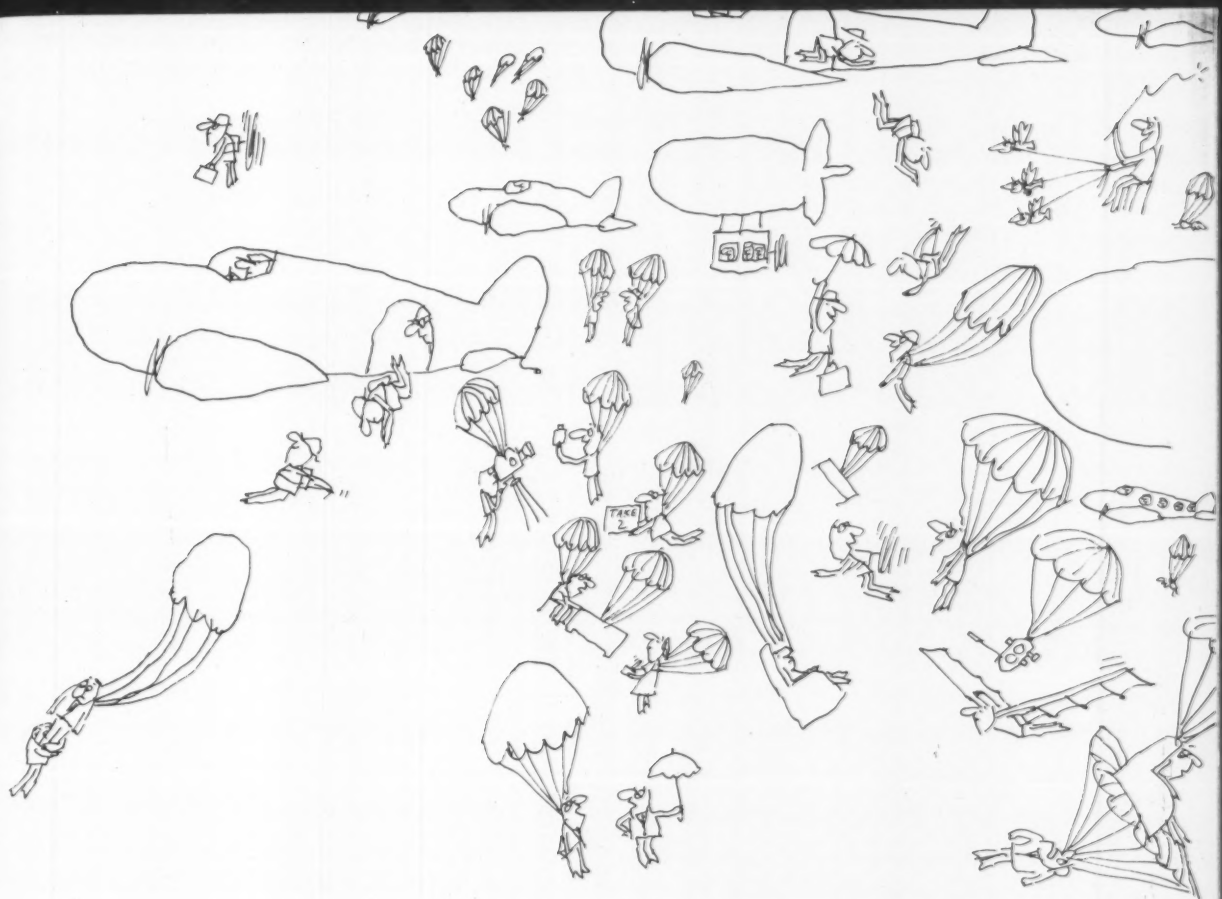
Outlook: Middle of the road escapist entertainment.

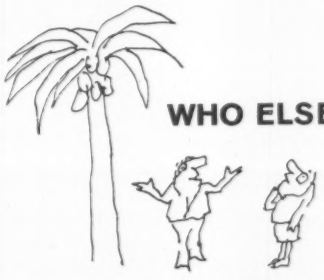
Twilight Zone

Production costs: $54,000.
Time: Friday, 10-10:30 p.m. (premiere Oct. 2).
Sponsor-agency: General Foods through Young & Rubicam and Kimberly-Clark through Foote, Cone & Belding.
Production company: Cayuga Productions.
Executive producer (for Cayuga Productions)-writer-creator: Rod Serling; executive producer for CBS-TV: William Self; producer: Buck Houghton; directors: various.
Continuing cast: new stars for each episode.

On the basis of its initial episode, *Twilight Zone* is perhaps the best new show out of CBS-TV this season and certainly among the best of all the new network entries. It is notable evidence that talent rather than money makes good entertainment.

Twilight Zone is an anthology series





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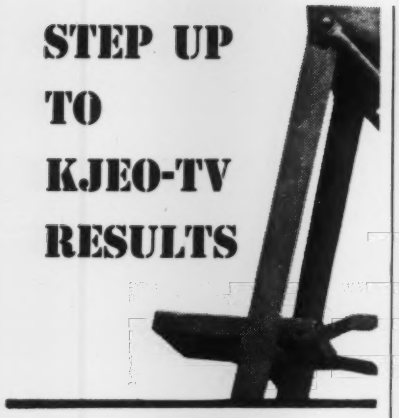
**Thanks to the expert cooperation of movers Fisher & Brother (representing Allied Van Lines) and American Air Lines Air Cargo.*



STEP UP TO KJEO-TV RESULTS

We think you'll agree, ratings are meaningless if there are no availabilities.

But like KJEO'S 60% of the top syndicated shows in Fresno, California's $600,000,000 market,

and 8 out of 10 of the top movie hours in this important 3-station area, you stand to get the top result-getting availabilities on KJEO.

Source: July 1959 Nielsen

THE BUY— WHERE FRESNO, CALIFORNIA BUYS—IS

KJEO channel 47

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The Lineup, CBS-TV

Men Into Space, CBS-TV

The new CBS-TV weekly series CONTINUED

written by award-winner Rod Serling, who also is executive producer. The first show concerned the panic of a man who found himself all alone in the world. Until the last moments, when you discover he was an air force volunteer participating in some space research, do you realize he was the only actor in the entire program. This show is "edge-of-your-seat" calibre, even for the least enthusiastic space fan.

(Interesting corroboration of the "talent shows" theory: the star of this episode, Earl Holliman, turned in a brilliant performance with Mr. Serling's script. The same star in his own series, as Sundance in *Hotel de Paree*, is just another cowboy.)

The new NBC-TV weekly series

Bonanza

Production costs: $80,000.
Time: Saturday, 7:30-8:30 p.m.
Sponsor-agency: Liggett & Myers through McCann-Erickson and RCA through McCann-Erickson.
Production company: Revue.
Producer: David Dortort; directors and writers: various.
Continuing cast: Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon.

Some things just get out of hand. So with *Bonanza*.

What must have looked like a sure winner on the planning boards is just embarrassing on the tv screen. It's all about the Cartwrights, a family that controlled the Ponderosa country of Nevada when Virginia City was a boom town. The patriarch is a proverb-spouting moralist whose past belies his thunderous righteousness: Back before the story begins he spawned three boys from as many mothers of as many temperaments. The oldest (Adam) takes his granite personality from the New England mother; the middle one (Hoss) is a gentle giant modeled straight from Humphrey Pennyworth of the Joe Palooka comic strip, who owes his maternity to a Scandinavian type; the youngest (Little Joe) is a fancy, temperamental cowboy bred out of a French Lady in New Orleans.

Put 'em all together and you wouldn't believe it. You first see Little Joe practicing fencing with an epee in the ranch house; the next thing you know he's fighting off two bad-men in Virginia City using an umbrella in the same way. Father Cartwright shouts the villains down with such thunderations as "fire and brimstone" and "Sodom and Gomorrah." Hoss keeps busy (1) eating, (2) lifting carriages single-handed and (3) tossing assorted villains around like so many sacks of flour. It sometimes seems he's doing all three at once. Adam is the conscience of the crowd, though somehow he ended up necking with the fancy lady in the opener.

Conceivably the program's planners thought this would be the western to end all westerns. It just might.

The Deputy

Production costs: $45,000.
Time: Saturday, 9-9:30 p.m. (premiere Sept. 12).
Sponsor-agency: Kellogg through Leo Burnett.
Production company: Top Gun Productions.
Executive producer: William Frye; producer: Michael Kraike; creators: Roland Kibbee and

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ABC For the Nation's 48th Television Market

WSIX

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5000 Watts—ABC—980 KC

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CONTINUE

says Joe Bauer, General Manager

WINK-TV

FORT MYERS, FLORIDA

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"POPEYE and WARNER BROS. Cartoons have terrific appeal and POPEYE has held the top rating in our area since it was first presented. We are also more than satisfied with U.A.'s '52 AWARD GROUP'—it's the best package of feature films ever offered!"

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Bonanza, NBC-TV

The new NBC-TV weekly series CONTINUED

Norman Lear; directors and writers: various. Continuing cast: Henry Fonda, Allen Case, Wallace Ford and Betty Lou Keim.

Henry Fonda makes an auspicious start with his television debut in *The Deputy*. It's the best new western of the season and should rank close to *Have Gun* and *Gunsmoke* among the better cowboy shows.

There's only one reservation. Mr. Fonda is not the deputy. He's the chief marshal of the territory and apparently will bob in and out of the various episodes. While he's there he brings new class to the area of westerns, but when he's out of camera things seem to deteriorate somewhat.

Allen Case plays the deputy. He's another reluctant but expert gunman who has to be tricked or forced into putting on his badge. This gambit is interesting for awhile, but is certain to get old rather quickly. Mr. Case comes through as a sort of Pat Boone of the cowboy set and his clean-cut innocence is an effective foil to Mr. Fonda's unshaven characterization. Standing alone, his role lacks in authority and it's to be hoped he won't have to carry too much of the show's burden solo. Mr. Fonda gets star billing and deserves it, but he may have to stick around more than he apparently has in mind.

Fibber McGee and Molly

Production costs: $37,500.
Time: Tuesday, 8:30-9 p.m. (premiere Sept. 15).
Sponsor-agency: Singer through Young & Rubicam and Standard Brands through J. Walter Thompson.
Production company: NBC-TV.
Producer-director: William Asher; writer: Bill Davenport; associate producer: Charles C. Irwin Jr.
Continuing cast: Bob Sweeney, Cathy Lewis, Addison Richards, Harold Peary, Barbara Beaird and Charles Lane.

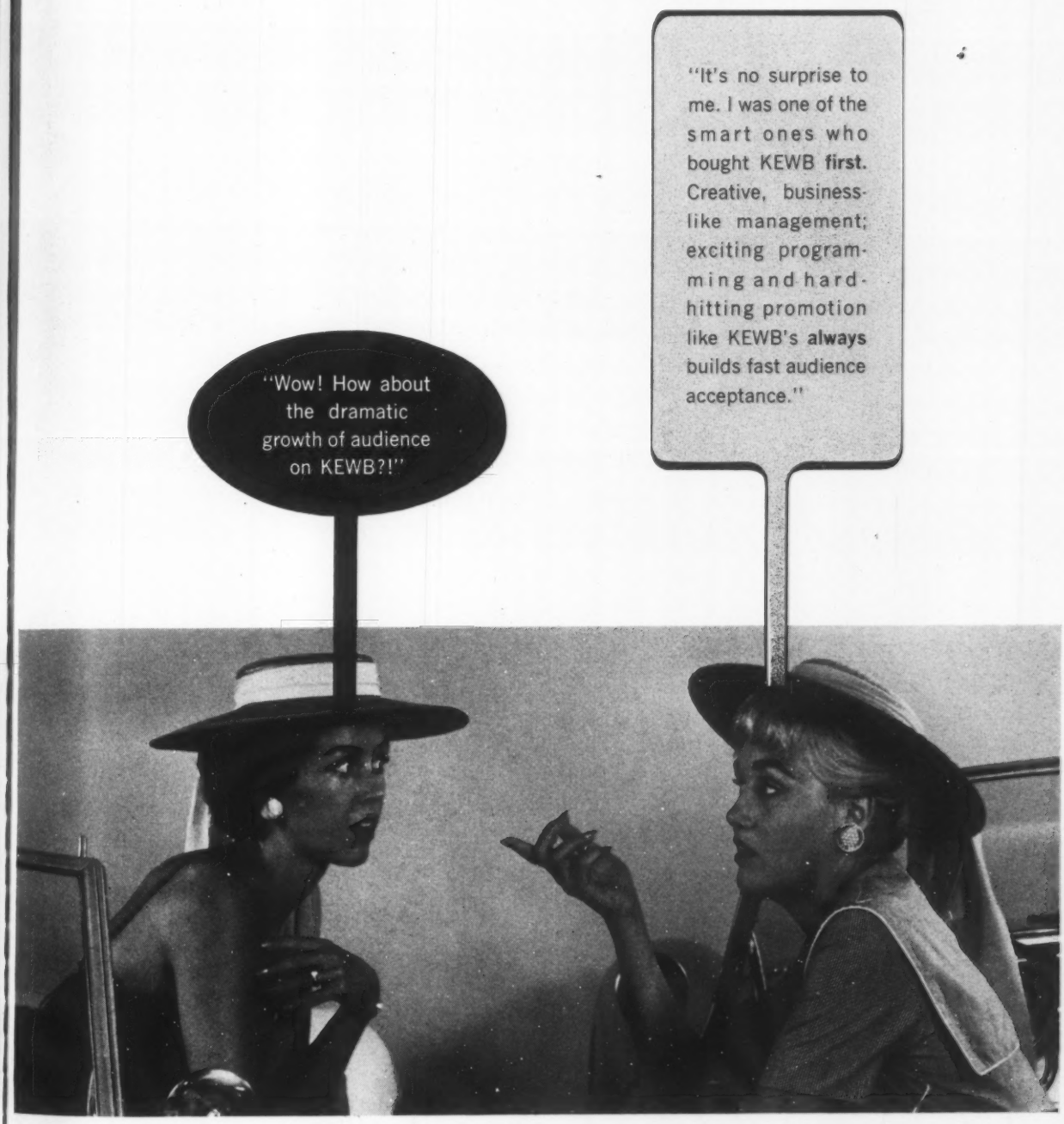
Old radio friends of Fibber McGee and Molly are apt to be surprised by this one: they're apt to like it. The ridiculous doings at 79 Wistful Vista were converted to television remarkably well in the premiere. It carried a lot of laughs.

The transition is difficult because every fan of the radio show had his own idea of what the McGee home, its inmates and their neighbors looked like. They're going to have to reshape their notions, of course. But on the whole Bob Sweeney and Cathy Lewis play the title roles brightly and pleasantly.

Fibber wasn't invented to be believed. His letting himself get talked into buying a house trailer when he went to buy a luggage cart—and then trying to lie his way clear—is as unbelievable as ever, typical and delightful. Mayor La Trivia, Doc Gamble and Teeny are on hand to help with the happy nonsense. The famous McGee closet is there too, but in sound only. The producers wisely decided to wait a while before trying to depict the monumental clutter which that familiar falling noise represents.

Five Fingers

Production costs: $80,000.
Time: Saturday, 9:30-10:30 p.m. (premiere Oct. 3).
Sponsor-agency: Warner-Lambert through Ted Bates, Corning Glass through N.W. Ayer, Midas Mufflers through E.H. Weiss, Helene Curtis through McCann-Erickson, Bristol-Myers through Ogilvy, Benson & Mather, Sterling Drugs through Dancer-Fitzgerald-Sample, Procter & Gamble through Benton & Bowles.
Production company: Martin Manulis Productions for 20th Century-Fox.
Producer: Herbert Bayard Swope Jr.; directors and


"Wow! How about the dramatic growth of audience on KEWB?!"
"It's no surprise to me. I was one of the smart ones who bought KEWB **first.** Creative, business-like management; exciting programming and hard-hitting promotion like KEWB's **always** builds fast audience acceptance."

Does Hooper tell Pulse? Look for yourself at their July-August reports... and see that both services agree on the smashing, significant and colorful increase in the KEWB "Big Bay Radio" audience.

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CBS
MISS AM

36
24
36
62,000,000

These are the pertinent dimensions of the young lady from Natchez when she became the new Miss America on the night of September 12.

Because it happens at a time when a new television season is just beginning, this annual contest has come to be a measure of television itself.

The 62 million viewers who witnessed the coronation of Miss America (and the introduction of the new products of the Philco Corporation) constituted the largest audience in the history of the ceremonies.

At the time of the broadcast three out of every four television homes in the country had their sets turned on —*and two out of the three were watching Miss America.*

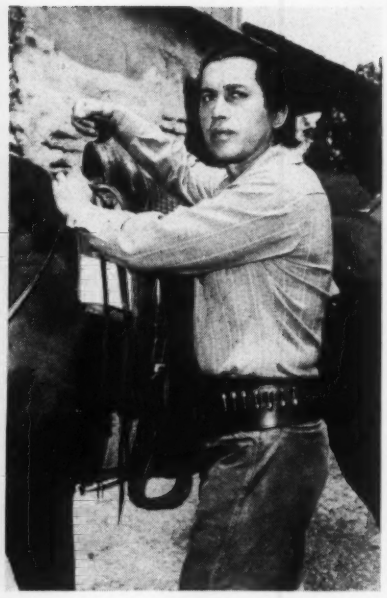
In the past year the number of television homes increased again—by 2%. *And the audience to this CBS Television Network broadcast was greater by 7%.*

These measurements of the first special broadcast of the new season reflect not only television's constantly increasing dimensions, but the ability of the CBS Television Network to continue to attract the largest audiences in television.

It is the first clear sign that the nation's viewers and advertisers will be getting more out of television this year than ever before.

CBS

The Deputy, NBC-TV



Tales of the Plainsman, NBC-TV

Wichita Town, NBC-TV

The new NBC-TV weekly series CONTINUED

writers: various.
Continuing cast: David Hedison, Luciana Paluzzi.

Action and intrigue, supplied by David Hedison in the role of a counter-espionage agent, and a hefty chunk of sex appeal embodied in Luciana Paluzzi, are the main ingredients of this series. They make the 60 minutes pass rather quickly.

In the opening story the counterspy, working inside a Soviet espionage ring, must break the code of a communist radio transmission station on the Riviera. In this assignment he is repeatedly distracted by suspicion, violence and Miss Paluzzi. Of these three, by all odds the most diverting is Miss Paluzzi. The young Italian actress was imported especially for this series, a move whose wisdom is demonstrated by the fact that Eva Gabor, although mentioned in the credits, goes unnoticed while sharing the screen with Miss Paluzzi. Restaurateur Mike Romanoff and Singer Greta Keller, however, are much in evidence in secondary roles. The series, incidentally, takes its title from the counterspy's code name.

Laramie

Production costs: $85,000.
Time: Tuesday, 7:30-8:30 p.m. (premiere Sept. 15).
Sponsor-agency: Liggett & Myers (one-third, alternate weeks) through McCann-Erickson and Warner Lambert (one-third, alternate weeks) through Ted Bates & Co.
Production company: Revue Productions-NBC.
Executive producer: Richard Lewis; producer: John Champion; associate producer: James E. Newcom; directors and writers: various.
Continuing cast: John Smith, Robert Fuller, Hoagy Carmichael and Bobby Crawford Jr.

Western fans will find nothing serious to complain about in this one, judging from the premiere. It has bad men and good men, fighting and shooting and for a while its looks as if the good men are done for, but justice triumphs in the end and, what's more, it's a whole hour long.

The action centers around a combination ranch and stagecoach relay station run by two brothers (one of them an impetuous 14-year-old), abetted by a handyman (played by Hoagy Carmichael) and a young drifter who has trouble making up his mind but finally decides for law and order. The plot is

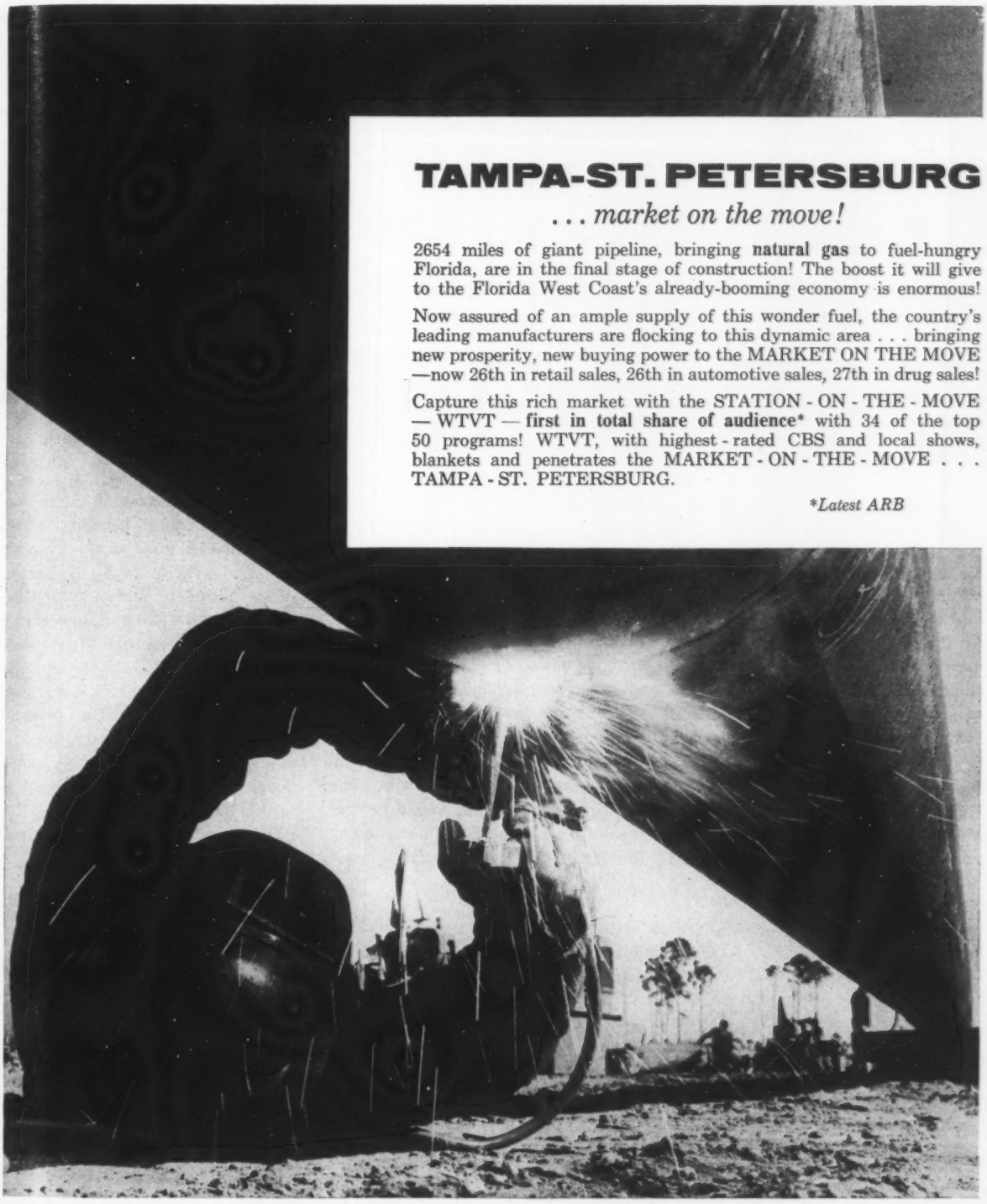
CBS

WBNS RADIO

COLUMBUS, OHIO

John Blair & Co., Representatives

Pulse asked, "What station do you tune to first for news?" 37% replied, WBNS Radio." This is 21% higher than the second choice station in Columbus.



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. . . market on the move!

2654 miles of giant pipeline, bringing **natural gas** to fuel-hungry Florida, are in the final stage of construction! The boost it will give to the Florida West Coast's already-booming economy is enormous!

Now assured of an ample supply of this wonder fuel, the country's leading manufacturers are flocking to this dynamic area . . . bringing new prosperity, new buying power to the MARKET ON THE MOVE —now 26th in retail sales, 26th in automotive sales, 27th in drug sales!

Capture this rich market with the STATION - ON - THE - MOVE — WTVT — **first in total share of audience*** with 34 of the top 50 programs! WTVT, with highest - rated CBS and local shows, blankets and penetrates the MARKET - ON - THE - MOVE . . . TAMPA - ST. PETERSBURG.

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station on the move...

WTVT

TAMPA - ST. PETERSBURG

CBS **Channel 13**

THE WKY TELEVISION SYSTEM, INC.

WKY-TV Oklahoma City

WKY-RADIO Oklahoma City

WSFA-TV Montgomery

Represented by the Katz Agency

discernible and, if not new, at least is professionally written and produced and acceptably acted.

Love and Marriage

Production costs: $37,000.
Time: Monday, 8-8:30 p.m. (premiere Sept. 21).
Sponsor-agency: Noxzema through Sullivan, Stauffer, Colwell & Bayles.
Production company: Louis F. Edelman Enterprises-NBC.
Executive producer: Louis F. Edelman; producer: P.J. Wolfman; director: Bob Sweeney; writers: various.
Continuing cast: William Demarest, Jeanne Bal, Kay Armen, Murray Hamilton, Susan Reilly, Jennie Lynn and Stubby Kaye.

The announced intention here was to create a family situation comedy with music. It's the story of a music publisher (played by William Demarest), his flighty daughter and her fairly stolid husband. As a rule, the music is on key, but the comedy falls flat.

In this particular episode the wife becomes so preoccupied with business (her publisher-father's) that she forgets her wedding anniversary, a lapse which her husband fails to appreciate. In the role of the publisher's secretary, Kay Armen, an experienced vocalist, sang them back together again, at least temporarily. Stubby Kaye appears as a song-plugger in a performance that is hard to account for. There are a few bright moments when the publisher's granddaughters sing "Anniversary Waltz" for their embattled parents, but, overall, viewers may have trouble reconciling Bob Sweeney's commendable performance in *Fibber McGee & Molly* with this effort, as the director.

The Man and the Challenge

Production costs: $45,000.
Time: Saturday, 8:30-9 p.m. (premiere Sept. 12).
Sponsor-agency: Chemstrand through Doyle Dane Bernbach and R.J. Reynolds through William Esty.
Production company: Ziv Tv.
Producer: Ivan Tors; directors and writers: various.
Cast: George Nader, Joyce Meadows.

Like all shows which take space as their subject, this one has a built-in interest factor. It doesn't let that stand in the way of turning science into melodrama.

The series concerns a space researcher and the various projects he's involved with. The first was a balloon ascension to the fringes of outer space. Some of the films were from an actual experiment conducted by space laboratories. So far so good. But it's not enough to deal with mundane scientists; a good-looking girl is brought into the picture as his assistant. To test her reactions for such a job he takes her on the rides at an amusement park, secretly measuring her pulse during roller coaster rides and the like.

Other episodes promise to stretch the format to the limit to put a space label on routine storytelling; for instance, one episode dealing with some civilians trapped in an avalanche and rescued by a team of volunteers testing the endurance of skiiers. It doesn't seem quite cricket, although the entertainment values are passable.

As one of two new space programs this season, it comes off second best.

Riverboat

Production costs: $80,000.
Time: Sunday, 7-8 p.m. (premiere Sept. 13).
Sponsor-agency: Corn Products through Lennen & Newell.
Production company: Revue Productions.
Producers: Jules Bricken, John Larkin and the team of Norman Jolley and Richard Bartlett; directors and writers: various.
Continuing cast: Darren McGavin and Burt Reynolds.

Riverboat is one of a trio of high-budgeted period pieces on which NBC-TV has pinned high hopes for the fall (the other two are *Bonanza* and *Laramie*). It is probably the most elaborate regular series going on the air on any of the networks. With all that behind it, it should be much better than it is.

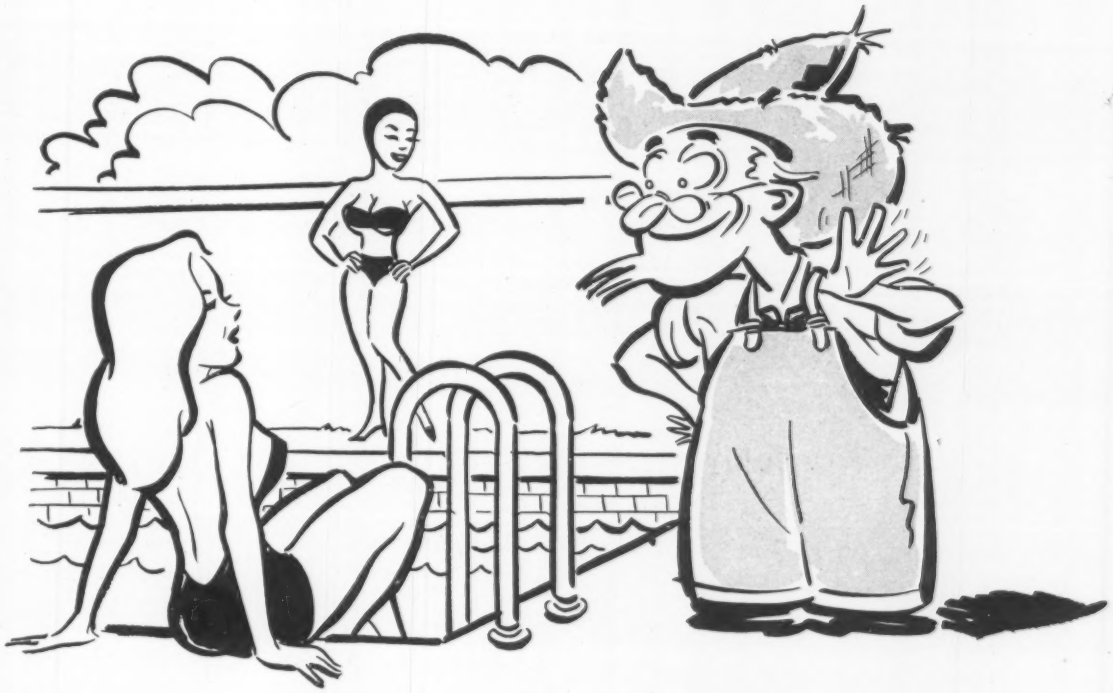
The story concerns a Mississippi riverboat, its captain and first officer. The three—and scores of extras—provide the permanent backdrop against which imported guest stars act out new dramas each week. In the opener, the guests—headed by Aldo Ray and Barbara Bel Geddes—almost succeeded in scuttling the series right from under their hosts. They were aided and abetted by a plot line that at best was shaky to the point of collapse. The continuing stars played only secondary roles and in this case, at least, parts without enough meat in them to give much indication of what they can do.

The series has prospects, but needs desperately to be developed.

Luciana Paluzzi and David Hedison, *Five Fingers*, NBC-TV

Love and Marriage, NBC-TV

Fargo is the SPENDINGEST city in the U.S.A.



And WDAY gets by far the biggest audience in this 54-county area!

The Consumer Markets pages of "Radio Rates" show that Fargo is the No. 1 city in the U.S.A., for Retail Sales Per Family!

Also — the Jan. 19-Feb. 13, 1959 Pulse Area Survey shows that WDAY is *by far* the top station among 37 that compete for audience in our 54-county area.

All this confirms the wisdom of you advertisers who have been choosing WDAY *since 1922!* There just ain't no station anywhere else in the U.S. that does so much — for so many — for so little! Ask PGW!

PULSE AREA REPORT (54 COUNTIES)
JAN. 19 - FEB. 13, 1959
SHARE OF AUDIENCE — IN-HOME & OUT-OF-HOME

	6 A.M.-12 N.	12 N.-6 P.M.	6 P.M.-Mid.
WDAY	**24**	**23**	**24**
STA. B	12	15	16
STA. C	9	10	10
STA. D	8	8	8
STA. E	6	6	6
STA. F	3	4	3
32 Others	38	34	33

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

Riverboat, NBC-TV

Johnny Staccato, NBC-TV

Fibber McGee and Molly, NBC-TV

The new NBC-TV weekly series CONTINUED

Johnny Staccato

Production costs: $40,000.
Time: Thursday, 8:30-9 p.m. (premiere Sept. 10).
Sponsor-agency: Bristol-Myers through Young & Rubicam and R.J. Reynolds through William Esty.
Production company: Revue Productions-NBC.
Executive producer: William Frye; directors and writers: various.
Continuing cast: John Cassavetes, Eduardo Ciannelli, Chic Chandler and musicians Pete Candoli, Barney Kessel, Shelly Manne, Red Mitchell, Red Norvo and Johnny Williams.

It would seem axiomatic that carbon copies, while faithful to the originals, are far less striking. So is the case with *Johnny Staccato*, a private eye series modeled too close for comfort to NBC-TV's popular Peter Gunn.

Both have strong jazz music backgrounds, with Staccato improving on the original in that he plays (the piano) as well as listens. They both have their base of operations in a booze-and-blues hangout: Waldo's is to Staccato what Mother's is to Gunn. They both have police officers for straight men: Staccato's Lt. Kovac vs. Gunn's Lt. Jacoby. And the situations in which they get involved are interchangeable.

Apart from all these things, Staccato emerges as a not-bad detective story with some fairly impressive production values. The camera work is several cuts above average and the portrayals are adequate. It's regrettable the show must take a low score for originality.

Tales of the Plainsman

Production costs: $37,000.
Time: Thursday, 7:30-8 p.m. (premiere Oct. 1).
Sponsor-agency: Ansco Cameras through Benton & Bowles, Sunshine Biscuits through Cunningham & Walsh, Renault through Kudner.
Continuing cast: Michael Ansara.
Production company: Four Star.
Executive producers: Jules Levy and Arthur Gardner; producer-story editor: Peter Packer; directors and writers: various.

This might be called an educated western. It stars a Harvard College graduate who also is an Apache Indian —who also, for the sake of whatever story develops, is a deputy marshal.

The series is a spin-off from the ABC *Rifleman* series, one of whose episodes served as the pilot. Michael Ansara, Cochise of the Broken Arrow program, is the Ivy League Indian. The idea of casting a deputy as an Apache Harvard man, or vice versa, is proof that imagination is not dead. Whether he can beat the dial-tuner to the draw is another question.

Troubleshooters

Production costs: $40,000.
Time: Friday, 8-8:30 p.m. (premiere Sept. 11).
Sponsor-agency: Marlboro through Leo Burnett.
Production company: Meridian Productions.
Executive producers: Richard Steenberg and John Gibbs; producer: Allen Rivkin; director: Robert Altman; writers: various.
Continuing cast: Keenan Wynn, Bob Mathias, Carey Loftin, Bob Harris, Bob Fortier and Chet Allen.

The setting is different (Venezuela) and the members and problems of a construction gang are not ordinarily seen as the chief characters and motivation of a television story. It's an encouraging start. But change the uniforms, substitute a stagecoach for the truck and convert its cargo from nitroglycerine to gold and you are looking at another western. The first episode had the necessary Indians built in.

Hostile tribesmen push boulders down the mountainside and stall the crew carrying provisions inland. The truck teeters on a cliff, and its extrication becomes more suspenseful when its load is found to include nitro. Then the Indians start slinging their poison arrows. Keenan Wynn as the crew leader performs heavily from a heavy script. Bob Mathias, decathlon champion, gets a chance to show his skill in hurling a canteen full of nitro. The Indians, and quite possibly the viewers, are routed.

Wichita Town

Production costs: $37,000.
Time: Wednesday, 10:30-11 p.m. (premiere Sept. 30).
Sponsor-agency: Procter & Gamble through Benton & Bowles.
Production company: Mirisch Co.
Producer: Walter Mirisch; directors and writers: various.
Continuing cast: Joel McCrea and Jody McCrea.

Joel McCrea, like Henry Fonda, is another Hollywood star who comes over to television this year. Like Mr. Fonda, it's in a western. Unlike Mr. Fonda, however, he doesn't have the vehicle behind him.

The series begins with Mr. McCrea as trail boss of the first herd to come up to Wichita from Texas. As this marks the nth time these cows have made the trip, it's not surprising the plot seems threadbare from the start. When his exuberant cowhands shoot up the town he's forced to step in and restore order. He then decides to stay on as marshal to keep things quiet. It's old hat western fare and Mr. McCrea's competence in handling the role cannot lift it much beyond that.

Jody McCrea, his son, is co-starred He handles the role of the marshal's young friend with a fair degree of skill.

If you expect out-of-the-ordinary western fare, this isn't. If fair-to-middlin' is good enough, this will do.

"CHICAGO, HUH?
WHERE WERE
YOU BETWEEN 6 PM
AND MIDNIGHT?"

"WATCHING WNBQ!"

From 6 PM to Midnight, Monday through Friday—when Chicago's largest audiences are watching television—WNBQ's average share of audience is 34%. The next station's is 26.7%. A 27% lead for WNBQ.* **WNBQ · CHANNEL 5 IN CHICAGO** NBC Owned · Sold by NBC Spot Sales

*ARB, Aug. 1959

NATIONAL TV GROSS 17% ABOVE 1958

$624.7 million in network-spot time bought in first 6 months

Advertisers' gross time expenditures in national television (network and spot) totaled more than $624.7 million for the first half of the year, an increase of 17.3 per cent over the comparable period last year.

Combined spot and network tv time investments in the January-June period were reported last week by Television Bureau of Advertising in a tabulation by product classification. N.C. Rorabaugh compiled spot and Leading National Advertisers-Broadcast Advertiser reports handled network compilations.

Leading advertiser group was foods, advertisers spending a total $145.9 million in network and spot ($89.8 million in spot and $56.1 million in network). Next highest was cosmetics and toiletries with $65.1 million total, $25.4 million in spot and $39.7 million in network. Coming up in third place: Drug products with $59.4 million total, $26.4 million in spot and $33 million in network.

Drinks top foods • Top advertiser type in the foods group was in the coffee, tea and food drink category in which the investment reached the $27.3 million level. In cosmetics-toiletries, hair tonics and shampoos took the lead with $16.2 million. Headache and cold remedies brought in the most drug product business to national tv; the totals chalked up were $15.8 million for headache remedies, $12.7 million for cold remedies.

Tobacco products and supplies had a billing of $53.8 million, in which the spot-network split was $15.8 million and $37.9 million, and the total cigarette expenditure, $49 million.

In comparing the first half of 1959 with the same period last year, TVB found that of 31 major product classifications, 23 showed increases.

Of the top categories, the first half-year comparisons showed foods up 22.8%, cosmetics-toiletries rose 0.9%, drugs increased 28.7%, tobacco up 16.5%. Two high-billing categories, automotive and household laundry, showed respective comparative drop-offs of 7.5% and 3%.

The total network and spot (national and regional) investments for the six months, 1958 and 1959, the per cent change for each product classification and a tabulation of spot, network and total expenditures in product classifications in which brand advertisers are reclassified into a common product grouping, follow:

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS

Network & Spot—January-June 1959

	SPOT TV	NETWORK TV	TOTAL TV	Percent change '59 over '58
AGRICULTURE	$ 946,000	$ 1,015,000	$ 1,961,000	+184.0
Feeds, Meals	578,000	—	578,000	
Miscellaneous	368,000	1,015,000	1,383,000	
ALE, BEER & WINE	24,479,000	2,761,000	27,240,000	+ 12.7
Beer & Ale	22,043,000	2,761,000	24,804,000	
Wine	2,436,000	—	2,436,000	
AMUSEMENTS, ENTERTAINMENT	408,000	221,000	629,000	+ 35.3
AUTOMOTIVE	7,560,000	22,847,000	30,407,000	— 7.5
Anti-Freeze	1,000	—	1,000	
Batteries	202,000	196,000	398,000	
Cars	4,830,000	19,196,000	24,026,000	
Tires & Tubes	646,000	1,016,000	1,662,000	
Trucks & Trailers	124,000	799,000	923,000	
Miscellaneous Accessories & Supplies	1,757,000	950,000	270,000	
Automotive Institutional	—	690,000	690,000	
BUILDING MATERIAL, EQUIPMENT FIXTURES, PAINTS	1,663,000	8,107,000	9,770,000	+ 9.9
Fixtures, Plumbing, Supplies	256,000	19,000	275,000	
Materials	372,000	2,863,000	3,235,000	
Paints	743,000	596,000	1,339,000	
Power Tools	87,000	—	87,000	
Miscellaneous	205,000	72,000	277,000	
Industrial Materials Institutional	—	4,557,000	4,557,000	
CHEMICALS INSTITUTIONAL	—	676,000	676,000	+894.0
CLOTHING, FURNISHINGS, ACCESSORIES	7,852,000	2,534,000	10,386,000	+ 36.3
Clothing	5,872,000	1,574,000	7,446,000	
Footwear	1,558,000	466,000	2,024,000	
Hosiery	205,000	313,000	518,000	
Miscellaneous	217,000	181,000	398,000	
CONFECTIONS & SOFT DRINKS	15,342,000	8,763,000	24,105,000	+ 25.3
Confections	7,481,000	6,403,000	13,884,000	
Soft Drinks	7,861,000	2,360,000	10,221,000	
CONSUMER SERVICES	9,124,000	8,581,000	17,705,000	+ 28.5
Dry Cleaning & Laundries	18,000	—	18,000	
Financial	1,382,000	61,000	1,443,000	
Insurance	1,642,000	5,134,000	6,776,000	
Medical & Dental	91,000	—	91,000	
Moving, Hauling, Storage	239,000	236,000	475,000	
Public Utilities	3,952,000	1,796,000	5,748,000	
Religious, Political Unions	838,000	341,000	1,179,000	
Schools & Colleges	86,000	—	86,000	
Miscellaneous Services	876,000	1,013,000	1,889,000	
COSMETICS & TOILETRIES	25,405,000	39,744,000	65,149,000	+ 0.9
Cosmetics	5,827,000	2,371,000	8,198,000	
Deodorants	2,336,000	2,920,000	5,256,000	
Depilatories	77,000	94,000	171,000	
Hair Tonics & Shampoos	6,353,000	9,852,000	16,205,000	
Hand & Face Creams, Lotions	2,352,000	2,574,000	4,926,000	
Home Permanents & Coloring	2,605,000	4,315,000	6,920,000	
Perfumes, Toilet Waters, etc.	447,000	107,000	554,000	
Razors, Blades	552,000	3,909,000	4,461,000	
Shaving Creams, Lotions, etc.	793,000	4,139,000	4,932,000	
Toilet Soaps	3,562,000	8,852,000	12,414,000	
Miscellaneous	501,000	611,000	1,112,000	
DENTAL PRODUCTS	7,706,000	12,591,000	20,297,000	+ 18.5
Dentifrices	4,654,000	11,711,000	16,365,000	
Mouth Washes	2,541,000	374,000	2,915,000	
Miscellaneous	511,000	506,000	1,017,000	
DRUG PRODUCTS	26,419,000	33,073,000	59,492,000	+ 28.7
Cold Remedies	8,037,000	4,667,000	12,704,000	
Headache Remedies	4,779,000	11,076,000	15,855,000	
Indigestion Remedies	5,554,000	3,374,000	8,928,000	
Laxatives	1,511,000	4,002,000	5,513,000	
Vitamins	1,803,000	2,852,000	4,655,000	
Weight Aids	1,149,000	1,126,000	2,275,000	
Miscellaneous Drug Products	3,041,000	5,976,000	9,017,000	
Drug Stores	545,000	—	545,000	
FOOD & GROCERY PRODUCTS	89,806,000	56,132,000	145,938,000	+ 22.8
Baker Goods	15,879,000	3,632,000	19,511,000	
Cereals	8,050,000	12,773,000	20,823,000	
Coffee, Tea & Food Drinks	19,467,000	7,917,000	27,384,000	
Condiments, Sauces, Appetizers	3,313,000	1,837,000	5,150,000	
Dairy Products	5,096,000	6,416,000	11,512,000	

CONTINUES ON PAGE 76

Only with RCA can you get the

1. Centralized control panel including metering of audio, video, control track and master erase heads
2. Better than 36 db video signal-to-noise at wide bandwidth video
3. Quadrature delay lines, record and playback
4. Built-in picture monitor and oscilloscope with push-button selection of signals
5. Continuously variable winding speed
6. Foot-switch on reel brakes for easy tape threading
7. Air lubricated tape guides

Don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. YE-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA

Tm(s) ®

A Electronic Quadrature e Best Picture in Seconds!

–PLAY ANY TAPES AS THOUGH MADE ON AN ADVANCED RCA TV TAPE RECORDER!

Electronic quadrature adjustment, as offered by the RCA TV Tape Recorder, assures the best picture alignment *in seconds*, even in playing back tapes made on recorders without the advantages of RCA precision circuitry.

Two sets of four precisely adjusted electrical delay lines are provided, one set of which is used during the record operation, the other during playback. Once set, the *record* delay lines need not be changed until a new headwheel panel is installed in the machine.

The *playback* delay lines may be used at any time a tape exhibits quadrature errors in playback. The appropriate tap switches are adjusted until horizontal displacement is corrected. All correction is accomplished quickly, during operation of the machine. And adjustment for record error can be made within a very few seconds after playback starts.

A tape recording can be made on an RCA machine with much more accuracy than with a machine that is adjusted mechanically. That's why we say, "For the picture of pictures, tape it RCA and play it back on an RCA TV Tape Recorder."

8. Space-saving rack mounted design
9. Four channel video equalizer
10. FM deviation meter
11. Coarse and fine adjustment of control track phase with full 4-track range
12. Simultaneous playback of program audio and control track during record
13. Playback tape speed control for synchronization of two or more machines
14. Tape footage indicator
15. Complete cue channel facilities
16. Calibrated control for measuring remaining video head life
17. Automatic control of shoe positioning for protection against skewing in pictures
18. Balanced shoe adjustment for protection against scallops in picture
19. Provisions for accurate tape splicing
20. Master erase head
21. Precision reel hubs for long bearing life

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

CONTINUED FROM PAGE 73

ESTIMATED EXPENDITURES BY PRODUCT CLASSIFICATIONS

Network & Spot—January-June 1959

	SPOT TV	NETWORK TV	TOTAL TV	Percent change '59 over '58
FOOD & GROCERY PRODUCTS (Continued)				
Desserts	$811,000	$1,918,000	$2,729,000	
Dry Foods (Flour, Mixes, Rice, etc.)	9,652,000	5,548,000	15,200,000	
Fruits & Vegetables, Juices	6,655,000	5,519,000	12,174,000	
Macaroni, Noodles, Chili, etc.	1,049,000	665,000	1,714,000	
Margarine, Shortenings	5,199,000	3,458,000	8,657,000	
Meat, Poultry & Fish	5,103,000	1,243,000	6,346,000	
Soups	473,000	2,339,000	2,812,000	
Miscellaneous Foods	3,526,000	2,764,000	6,290,000	
Miscellaneous Frozen Foods	558,000	103,000	661,000	
Food Stores	4,975,000	—	4,975,000	
GARDEN SUPPLIES & EQUIPMENT	631,000	289,000	920,000	+ 21.1
GASOLINE & LUBRICANTS	12,511,000	2,304,000	14,815,000	+ 8.9
Gasoline & Oil	11,719,000	2,155,000	13,874,000	
Oil Additives	638,000	149,000	787,000	
Miscellaneous	154,000	—	154,000	
HOTELS, RESORTS, RESTAURANTS	221,000	33,000	254,000	— 11.8
HOUSEHOLD CLEANERS, CLEANSERS POLISHES, WAXES	24,977,000	11,045,000	36,022,000	+139.6
Cleaners, Cleansers	20,466,000	5,381,000	25,847,000	
Floor & Furniture Polishes, Waxes	2,501,000	3,632,000	6,133,000	
Glass Cleaners	240,000	1,068,000	1,308,000	
Home Dry Cleaners	482,000	199,000	681,000	
Shoe Polish	879,000	214,000	1,093,000	
Miscellaneous Cleaners	409,000	551,000	960,000	
HOUSEHOLD EQUIPMENT—APPLIANCES	2,166,000	7,725,000	9,891,000	+ 4.3
HOUSEHOLD FURNISHINGS	2,112,000	1,789,000	3,901,000	+ 48.3
Beds, Mattresses, Springs	952,000	—	952,000	
Furniture & Other Furnishings	1,160,000	1,789,000	2,949,000	
HOUSEHOLD LAUNDRY PRODUCTS	19,613,000	22,564,000	42,177,000	— 3.0
Bleaches, Starches	3,519,000	793,000	4,312,000	
Packaged Soaps, Detergents	14,912,000	21,666,000	36,578,000	
Miscellaneous	1,182,000	105,000	1,287,000	
HOUSEHOLD PAPER PRODUCTS	2,734,000	6,207,000	8,941,000	+ 21.1
Cleansing Tissues	394,000	513,000	907,000	
Food Wraps	860,000	2,348,000	3,208,000	
Napkins	292,000	1,095,000	1,387,000	
Toilet Tissue	735,000	1,169,000	1,904,000	
Miscellaneous	453,000	1,082,000	1,535,000	
HOUSEHOLD GENERAL	3,167,000	3,730,000	6,897,000	+ 16.5
Brooms, Brushes, Mops, etc.	370,000	410,000	780,000	
China, Glassware, Crockery, Containers	523,000	—	523,000	
Disinfectants, Deodorizers	623,000	2,098,000	2,721,000	
Fuels (heating, etc.)	100,000	41,000	141,000	
Insecticides, Rodenticides	907,000	676,000	1,583,000	
Kitchen Utensils	84,000	16,000	100,000	
Miscellaneous	560,000	489,000	1,049,000	
NOTIONS	213,000	190,000	403,000	+ 76.8
PET PRODUCTS	4,088,000	3,506,000	7,594,000	+ 28.5
PUBLICATIONS	382,000	—	382,000	— 70.6
SPORTING GOODS, BICYCLES, TOYS	1,411,000	1,299,000	2,710,000	+ 90.8
Bicycles & Supplies	7,000	25,000	32,000	
Toys & Games	1,279,000	324,000	1,603,000	
Miscellaneous	125,000	950,000	1,075,000	
STATIONERY, OFFICE EQUIPMENT	85,000	444,000	529,000	— 70.3
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	820,000	3,335,000	4,155,000	— 27.0
Radio & Television Sets	288,000	2,209,000	2,497,000	
Records	168,000	365,000	533,000	
Miscellaneous	364,000	761,000	1,125,000	
TOBACCO PRODUCTS & SUPPLIES	15,879,000	37,927,000	53,806,000	+ 16.5
Cigarettes	14,619,000	34,463,000	49,082,000	
Cigars, Pipe Tobacco	1,041,000	3,418,000	4,459,000	
Miscellaneous	219,000	46,000	265,000	
TRANSPORTATION & TRAVEL	2,266,000	715,000	2,981,000	— 5.3
Air	1,513,000	61,000	1,574,000	
Bus	341,000	628,000	969,000	
Rail	395,000	—	395,000	
Miscellaneous	17,000	26,000	43,000	
WATCHES, JEWELRY, CAMERAS	1,269,000	8,264,000	9,533,000	— 3.7
Cameras, Accessories, Supplies	553,000	4,513,000	5,066,000	
Clocks & Watches	2,000	2,368,000	2,370,000	
Jewelry	46,000	—	46,000	
Pens & Pencils	625,000	1,040,000	1,665,000	
Miscellaneous	43,000	343,000	386,000	
MISCELLANEOUS	4,068,000	970,000	5,038,000	
Trading Stamps	322,000	—	322,000	
Miscellaneous Products	1,696,000	970,000	2,666,000	
Miscellaneous Stores	2,050,000	—	2,050,000	
TOTAL	$315,323,000	$309,381,000	$624,704,000	+ 17.3

New code suggestions panned by Peter Pan

First formal protest against the NAB Tv Code Review Board's do's-and-don'ts suggestions for intimate personal products was made Sept. 22 by Henry Plehn, president-board chairman of Peter Pan Foundations, New York.

At NAB headquarters it was stated Mr. Plehn's telegram actually voices the same philosophy toward girdle-corset commercials as a report approved recently by the code board (BROADCASTING, Sept. 21). The board sent him a copy of the full report made by a special subcommittee.

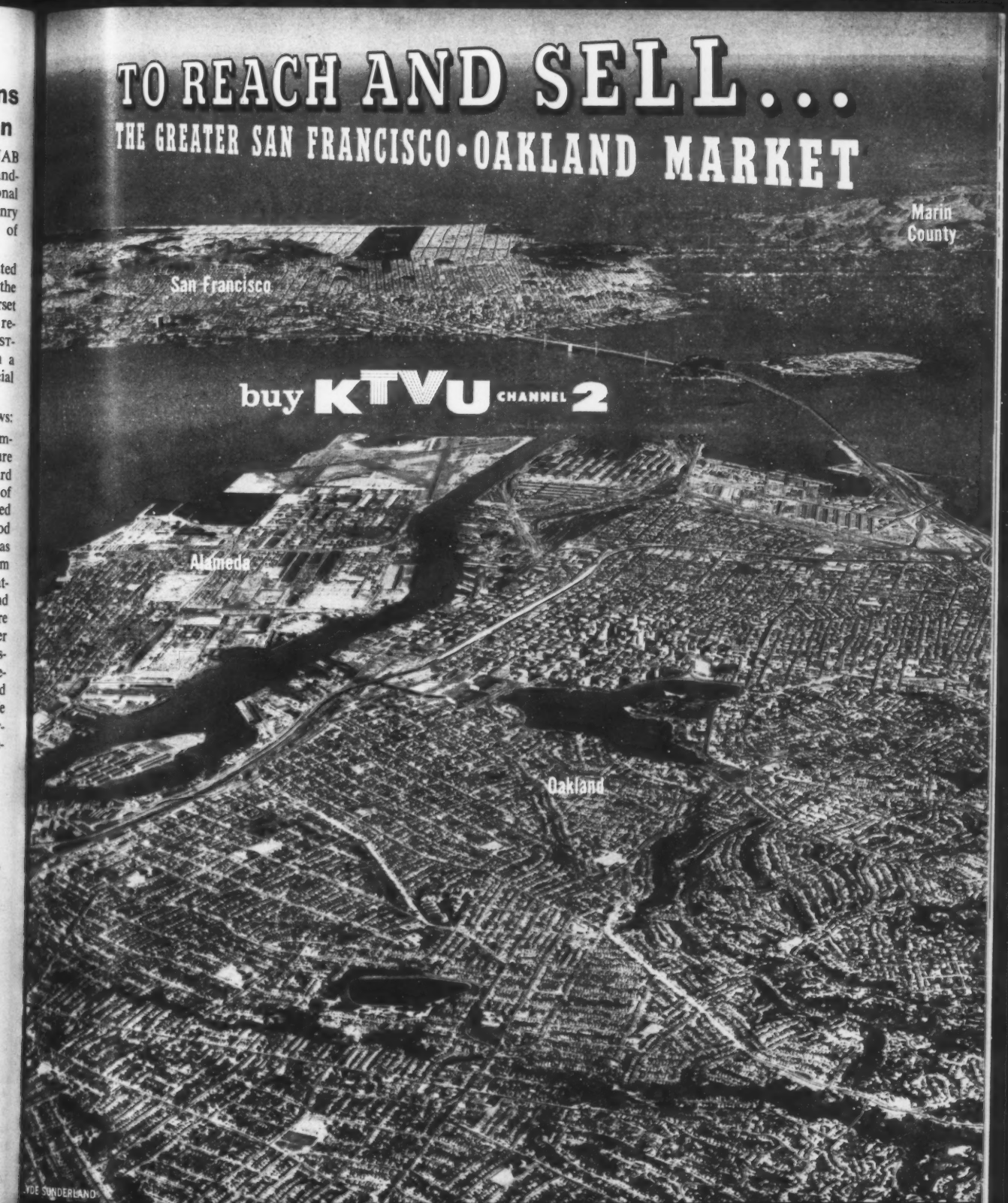
Text of Mr. Plehn's protest follows:

"Advice on foundation garment commercials from the NAB is immature and unrealistic. Such an attitude toward an acceptable and necessary item of apparel only perpetuates old-fashioned taboos. As long as the arbiters of good taste insist on treating foundations as suggestive garments, the female form will continue to be shrouded in an atmosphere of implied impropriety and indecency. Girdles and brassieres are the basis of good fashion. They neither suggest body functions or offensive display. The use of live models in television on commercials, when executed with taste, in no way implies sex. We would suggest, rather, that such inference is only in the mind of the beholder."

Use 10% ad budget Katz meeting told

A spot tv salesman works at a low wage, making calls at as little as 50¢ to $3.50 per thousand, compared to a $20,000 cost-per-thousand calls for automobile salesmen; he works evenings, weekends and holidays without vacations, sick leave, expense accounts, family distractions or 8¢-a-mile. Thus spot tv deserves not only more advertising dollars but 10% or more of the annual sales budget of American manufacturers. That's the thesis of "The Sales Managers Medium," slide film presentation produced by The Katz Agency and presented earlier this month in Los Angeles by Halsey Barrett, manager of tv sales development for the representative firm, to more than 200 advertising executives. Co-host of the L.A. luncheon was KABC-TV (represented by Katz).

The Katz presentation cites the rising cost of personal sales calls in recent years and the difficulties in finding satisfactory salesmen, even at the retail level. It contrasts these discouraging facts with the many advantages of tv selling.



KTVU gives Advertisers complete coverage through MAXIMUM POWER (100 KW VIDEO) on low band CHANNEL 2

COVER THE SAN FRANCISCO-OAKLAND MARKET WITH KTVU's "BLANKET" SIGNAL COVERAGE

2 KTVU

San Francisco • Oakland

ONE JACK LONDON SQUARE • OAKLAND, CALIFORNIA

TV NETWORKS' TOP CUSTOMERS

In July, P&G, Lever, American Home

Three advertisers spent nearly $10 million in aggregate for gross time purchases on the television networks last July.

The sponsors were Procter & Gamble, Lever Bros. and American Home Products Corp. Their total July expenditure at gross rates: $9,977,595.

This high-budgeted investment in network television was revealed last week in Television Bureau of Advertising's supplementary report on tv network billings as compiled by Leading National Advertisers and Broadcast Advertiser Reports. Released were estimated expenditures by product classification, by top 15 company advertisers, by top 15 brand advertisers and billings by day parts.

Other highpoints in the tv network billing breakdown for July:

• Of the top 15 network company advertisers, 13 reached the charmed circle of $1 million or more in monthly gross billing. And Ford Motor and Liggett & Myers Tobacco, the other two advertisers, spent over the $900,000 level.

• Tobacco companies made an impression in the list of the top 15 network brand advertisers. There were six brands—five cigarette and one cigar—among the 15, while P. Lorillard's Kent cigarettes was the leading brand advertiser on network tv ($937,836 in July). Three tobacco firms—R. J. Reynolds Tobacco Co., P. Lorillard Co. and Liggett & Myers Tobacco Co.—scored among the top 15 network company advertisers.

Network Television Gross Time Billings
by Day Parts

JULY

	1958	1959	Percent Change
Daytime	$11,074,283	$16,308,089	+47.3
Mon.-Fri	9,852,024	14,603,108	+48.2
Sat. & Sun.	1,222,259	1,704,981	+39.5
Nighttime	30,044,226	31,827,709	+ 5.9
Total	$41,118,509	$48,135,798	+17.1

JANUARY-JULY

	1958	1959	Percent Change
Daytime	$ 93,332,144	$119,737,379	+28.3
Mon.-Fri.	79,803,129	102,958,191	+29.0
Sat. & Sun.	13,529,015	16,779,188	+24.0
Nighttime	230,857,814	237,798,911	+ 3.0
Total	$324,189,958	$357,536,290	+10.3

Estimated Expenditures
of
Top 15 Network Company Advertisers
July 1959

1. Procter & Gamble Co.	$4,032,78
2. Lever Brothers Co.	3,548,58
3. American Home Products Corp.	2,396,22
4. Colgate-Palmolive Co.	1,978,75
5. General Foods Corp.	1,523,36
6. R.J. Reynolds Tobacco Co.	1,485,24
7. P. Lorillard Co.	1,333,76
8. Gillette Co.	1,222,49
9. General Mills, Inc.	1,191,58
10. Bristol-Myers Co.	1,045,03
11. General Motors Corp.	1,031,29
12. Texaco, Inc.	1,004,40
13. Sterling Drugs, Inc.	1,001,92
14. Ford Motor Co.	922,42
15. Liggett & Myers Tobacco Co.	907,78

LNA-BAR: Gross Time Costs Only

Estimated Expenditures
of
Top 15 Network Brand Advertisers
July 1959

1. Kent Cigarettes	$937,836
2. Annacin Tablets	850,619
3. Dristan	643,584
4. Colgate Regular & Aerosol Dental Cream	574,086
5. Winston Cigarettes	542,353
6. Phillies Cigars	535,848
7. Ford Passenger Cars	525,022
8. Camel Cigarettes	500,726
9. Viceroy Cigarettes	452,562
10. Tide	442,926
11. Salem Cigarettes	442,163
12. Lipton Tea	423,691
13. Texaco Dealer Service	421,849
14. Chevrolet Passenger Cars	409,328
15. Bayer Aspirin Tablets	404,127

LNA-BAR: Gross Time Costs Only

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

	July 1959	Jan.-July 1959	Jan.-July 1958
Agriculture & Farming	$ 64,300	$ 1,112,440	$ 51,347
Apparel, Footwear & Accessories	157,045	2,982,002	2,793,512
Automotive, Automotive Accessories & Equipment	3,000,076	26,073,123	32,675,664
Beer, Wine	467,712	3,228,253	3,648,076
Building Materials, Equipment & Fixtures	75,629	1,651,,620	1,104,482
Confectionery & Soft Drinks	667,723	6,884,066	5,257,445
Consumer Services	236,475	1,926,414	1,844,697
Drugs & Remedies	5,667,519	41,141,550	31,529,057
Entertainment & Amusement	5,482	260,383	249,989
Food & Food Products	9,476,344	67,695,911	61,573,820
Freight, Industrial & Agrcultural Development		235,587	
Gasoline, Lubricants & Other Fuels	1,264,497	3,451,645	1,453,624
Horticulture		240,016	830,295
Household Equipment & Supplies	2,867,914	17,828,746	13,759,364
Household Furnishings	273,139	2,064,290	1,832,874
Industrial Materials	$1,201,811	$11,625,544	$10,695,455
Insurance	713,890	5,847,277	4,103,632
Jewelry, Optical Goods & Cameras	465,636	7,248,245	6,229,319
Office Equipment, Stationery & Writing Supplies	249,913	2,211,082	4,031,759
Political			66,174
Publishing & Media			827,833
Radios, Television Sets, Phonographs, Musical Instruments & Accessories	146,292	3,047,666	4,201,928
Smoking Materials	6,189,325	44,116,665	33,690,995
Soaps, Cleansers & Polishes	5,668,220	39,466,267	36,650,044
Sporting Goods & Toys	169,420	1,490,959	809,722
Toiletries & Toilet Goods	8,293,650	60,288,757	57,891,446
Travel Hotels & Resorts		715,062	1,569,351
Miscellaneous	813,786	4,702,720	4,818,054
TOTAL	$48,135,798	$357,536,290	$324,189,958

LNA-BAR: Gross Time Costs Only

Two more document radio results

Bristol-Myer's Trig, a new men's deodorant, has traced an increase in sales and share of market to its use of radio.

Another advertiser — Northwest Orient Airlines—has shifted 85% of its budget to spot radio.

These two testimonials were served by CBS Radio Spot Sales to station managers and other executives along with a full-day meeting and a cocktail party at New York's Hotel Pierre on Sept. 22.

Roger C. Whitman, advertising coordinator for radio and print at Bristol-Myers, told the annual meeting that "radio concentration" for Trig (via BBDO) had been underway for the past few months and that "the first full Nielsen period report shows that it's really working . . . with a definite increase in sales and share of market. . . ."

Northwest Orient's spokesman was Gordon M. Bain, vice president in charge of sales, who talked of "instantaneous" response from radio spot purchases in three markets. As airline advertising must "hit individual passengers and put them on the plane," ratings to Mr. Bain mean nothing but "reaching the right audience does. No need to tell you I'm sold on spot radio," he concluded.

Milton F. (Chick) Allison, vice president and general manager of CBS Radio Spot sales presided at the meeting. During the day, internal matters of sales, research, promotion, advertising and programming for the coming year were discussed. CBS Radio executives and heads of spot sales departments were among the speakers.

are these influential people talking about YOUR STATION?

Agency man: "Definitely the number one station in the market by every measure."

Sponsor: "They achieve exceptional results. Our sales are at an all time high."

Housewife: "They certainly do sound good — I just never change dial positions."

Broadcasters know what it means to be called *"top rated" — "the station with the quality sound" — "highly dependable" — "a great sales stimulator."* So to achieve this ultimate in fidelity, reliability, and coverage, they turn to Gates . . . and in the 5 KW field, the Gates BC-5P-2 transmitter is by far their number one choice.*

Typical of a man who would not settle for anything but the finest is Mr. Marshall W. Rowland, president of the Rowland Broadcasting Company. Mr. Rowland purchased a Gates BC-5P-2, and his comments are valid testimony to the hundreds of Gates 5 KW AM transmitters in operation across the nation:

"As owner and manager of WQIK, I have never seen such enthusiasm as shown by my entire staff (including our engineer). The new sound, the quality, plus the coverage we are now getting with our new Gates equipment can be described in only one word. TREMENDOUS. Not one minute of air time has been lost by any of our new equipment. This, combined with the excellent tone quality we're now getting from our new Gates 5 KW transmitter really surpasses any of our expectations."

Let us tell you the complete story of the new Gates BC-5P-2 . . . truly a new distinction in AM broadcasting. Write today for detailed technical information . . . yours for the asking.

*Over 50% of all new 5 KW transmitters purchased since January 1, 1959 were manufactured by Gates. Statistics compiled through August 31, 1959, from 5 KW sales records maintained by Gates, which are assumed to be accurate.

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Offices in:
HOUSTON, WASHINGTON, D.C.

International division:
13 EAST 40th STREET, NEW YORK CITY

GATES

In Canada:
CANADIAN MARCONI COMPANY

RATE JUGGLING CONDEMNED

JWT executive says it chases buyers away

Agency timebuyers crave security, according to Ed Fitzgerald, chief timebuyer of J. Walter Thompson Co., Chicago—security from rate-juggling by stations.

Addressing the Louisiana Assn. of Broadcasters at Monroe, Sept. 21, Mr. Fitzgerald said, "We feel real secure when we can recommend a buy and not find that our clients' distributor can buy it cheaper."

Unfortunately, he said, it doesn't always work out that way. He backed the statement with the sad case of another timebuyer which he described as having "a familiar ring."

Mr. Fitzgerald dramatized a series of timebuying problems by describing "a typical day in the life of Joe Timebuyer." The day included meetings with station representatives, station men, research personnel, on idea hunting, account and client meetings, writing recommendations and "selling time."

Under Observation • The agency, he contended, is meeting "tighter and tighter scrutiny on rising budgets" by the advertiser. As a result timebuyers have become more sales-oriented, "and increasingly we have to pick up and use the better sales approaches."

Here is Mr. Fitzgerald's version of the case of the rate-juggling station:

"This summer in a small city his (a key buyer's) agency had a schedule of radio announcements running on two stations comprising a total of 156 announcements at card rates for $345. Shortly after the campaign was under way their client's distributor wrote in to his home office, not to criticize the purchase but to seek approval on a co-op allocation for schedules these same two radio stations offered to him, totaling 1,795 spots for $491. In other words, what the agency bought cost the advertiser an average of $2.21 per spot and what they offered the distributor amounted to 27 cents per spot. Imagine that agency's embarrassment when the advertiser called this wide cost difference to their attention.

"Now I ask you, why do such stations bother to print rate cards, why do they hire representatives, and how in the world can they justify their signatures on AAAA contracts? Weren't they offering to deliver the same people, via the same vehicles? Of course, agency produced creative material would be used.

"So what happened? The agency, disliking to test their negotiating ability with these stations, cancelled their schedules and recommended that the advertiser appropriate the co-op money for the distributor. The national spot money was also given to the distributor and he placed that business too. Why not? After all, the sales messages the agency had contracted for cost the advertiser 818% more. The agency not only wound up with egg on their face, but a goose egg to boot."

Reverse Impact • Mr. Fitzgerald suggested this type of activity "can make an advertiser terribly gun shy for spot radio." Advertisers can't understand "such a completely cockeyed situation where there is just no economic relationship between prices," he said, adding, "Who can?"

Television, probably because it's about sold out, has this problem to a minor degree, he said. "It is degrading for a vibrant industry with such an unlimited future," he claimed. "Let's help create a more healthy atmosphere with honest, intelligent rate structures."

Mr. Fitzgerald lauded the role of the radio station representative in timebuying. "This man is our business associate who has our confidence, who gives us us first-hand information about you and your market," he said. "We see this alert man daily as he keeps in touch with the fast pace of activities of national and regional advertisers. With him, 'We know you're there.' He knows the purpose and objectives of our campaigns. Then knowing the station and market he can recommend the right personality, participation placements, etc., or even get your market on the list—because his foot is already in our door."

Mr. Fitzgerald called for more sales research help "that we don't have to re-do because of slight inaccuracies, questionable sources, etc. Let us see material that can be used directly, without question, or forget it." He called for promotions, "but no phony promotions, please." He suggested "ideas, reasons and times to sell for you," including local events and festivals "related to client activity."

(Also see LAB stories, pages 106 & 122)

RAB report proves spot ads sell cars

Techniques used by 10 individual auto dealers for building sales success through radio advertising are featured in a report titled "Radio Motorama," prepared by Radio Advertising Bureau, New York. The report reveals radio approaches of dealers handling different makes of cars—Cadillac, Chevrolet, Chrysler, Ford, Lark, Plymouth, Pontiac and Rambler.

RAB gives two good examples of dealers who had successful promotions. Plaza Plymouth, New Haven, Conn., has a daily schedule of sports and spots —two five-minute sports shows and up to 40 announcements weekly on one station, additional announcements on another. Big objective: male commuters in car pools, targeted by Plaza's 6:05 p.m. sport show—and both husbands and wives, pinpointed by the agency's late-night (11:05 p.m.) show.

Hull Dobbs Ford, Winston-Salem, N.C., reported selling 75 cars as the result of a three-day radio drive using 12 announcements each day. Total dollar volume gained approximately $220,000. Cost of campaign: $144.

Goodrich shuffles

B. F. Goodrich Co., Akron, which spends more than $11 million a year in advertising, has reduced its agencies from four to three, effective Jan. 1,

Criticism of the numbers game

A senior agency executive gave media people some blunt advice last week.

MR. MCEVOY

Newman E. McEvoy, senior vice president and a director of Cunningham & Walsh, spoke Wednesday (Sept. 23) at a meeting of Media Research Directors Assn. in New York. He warned the researchers that advertisers just don't believe undocumented claims. He cited the instance of a tv station claiming over 1 million families even though the station was on the perimeter of the market.

Mr. McEvoy reminded his audience that media must "compete for attention" and suggested that more emphasis on "attitude studies" was necessary for agencies and their clients to arrive at media decisions.

As an example, he cited the good music radio station which must compete for attention with popular music stations. He suggested that such a station might go further in the area of research if it sought out the buying attitudes of its audience. For that station, "why get lost in numbers?" he asked.

He pleaded, too, for simplified material—"Be terse in the wording" —and for data that would be "marketing oriented."

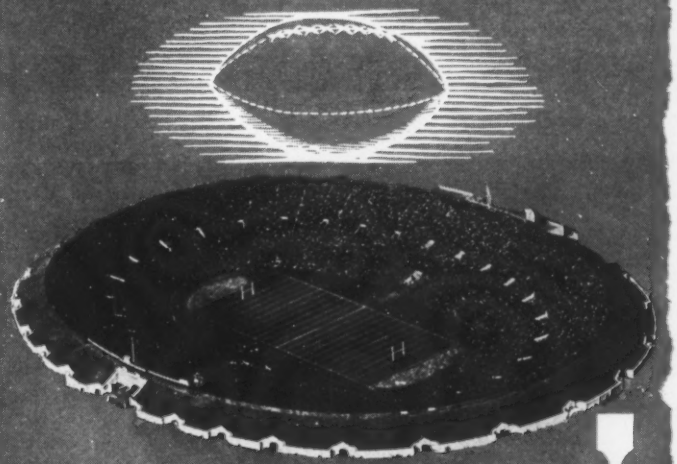
HEAR YE!

WELI

BROADCASTS

ALL

YALE



exclusively!

Thousands of W-E-L-Islanders tune in to 960 for Yale football! And WELI keeps 'em coming back all week—all year—for good music and news, and great sports coverage. WELI, the Sound of New Haven, has the audience you must reach, to attract volume sales throughout South Central Connecticut and Eastern Long Island! Sell BIG W-E-L-Island!

WELI • 960 • 5000 WATTS • New Haven

H-R Representatives, National Harry Wheeler & Co., Boston

1960, and in the process drops two (McCann-Erickson and Cunningham & Walsh) but adds one (Foote, Cone & Belding).

The company has been light in tv in recent years, spending a little over 2% of its overall budget in the medium. The revamped policy, however, which groups products and budgets, should serve to increase national advertising by its newly realigned agencies. Foote, Cone & Belding, Chicago, gets new home and family product group advertising as well as all product advertising now handled by M-E and C&W; BBDO retains passenger tire, international and corporate divisions. Aviation products go to Griswold-Eshelmen, Cleveland.

Best resigns Curtis

Gordon Best Co., Chicago, has resigned its part of $9 million Helene Curtis Industries account (Shampoo Plus Egg, Suave, Lentheric Products). The company will start screening agencies this week for an estimated $2 million business. Other agencies handling Curtis—McCann-Erickson (with Spray Net, Tempo) and Edward H. Weiss & Co., (with Enden, Stopette, King's Men and Lanolin Discovery)—wont be affected, according to Curtis spokesmen. Best will continue to handle company's beauty division.

AGENCY, MEDIA SHARE COUCH

Common problems analyzed at Michigan meet

What do agencies expect from broadcasters, and vice versa?

The needs and desires of each segment of the advertising industry were brought together at the Sept. 16-19 meeting of Michigan Assn. of Broadcasters, held at Hidden Valley, Gaylord.

Charles F. Johnson, head of Charles F. Johnson Advertising, Grand Rapids, said better understanding of common problems "can improve the working rapport between agencies and broadcasters."

Russell J. Staffeld, of WSOO Sault Ste. Marie, offered a series of operating standards agencies should meet in dealing with small stations.

Their exchange was one of a list of featured talks and panels at the MAB session, with James H. Quello, WJR Detroit, winding up his presidential term. (For new officers see FATES & FORTUNES, page 121.)

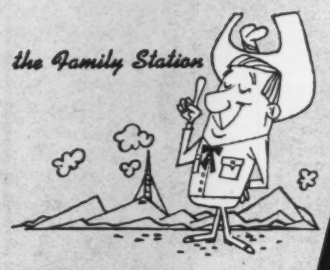
Mr. Johnson called radio and tv "undoubtedly our most vibrant media" but said radio-tv are "lacking in commonly accepted advertising practices that are successfully practiced in other media." First he listed the problem of agency recognition, calling on stations to draw up a definition for the term "recognized agency" as used on rate cards.

As to preparation of copy, he posed this question, "Will you continue to write copy for the account while paying commission or do you expect the agency to act only as selling agent?" He observed that some stations pay no commission on local and regional business whereas others pay on certain time segments or "package buys". He added, "This doesn't seem logical or even ethical."

Mr. Johnson said he noted a fear of the "parasite agency"—one that follows station salesmen, waits until the contract is signed and gets the account on the basis of "it won't cost you anything extra, the station pays me." He contended a commission should be paid if an agency is performing the agency service, whether the account is local or national. He criticized double billing and house-agency procedures.

Station Viewpoint • In reciting the problems small stations face in agency dealings, Mr. Staffeld defined an agency

THE NUMBER 1 NEWS STORY IN DENVER



RIFLEMAN 1
NAKED CITY 2
MAVERICK 3
LEAVE IT TO BEAVER 6
LAWMAN 7
ALCOA PRESENTS 9

KBTV
CHANNEL
9
PLACES SIX IN TOP TEN
SAYS NIELSEN FOR MAY

According to the Nielsen Station Index . . . Denver's ABC affiliate is tied for first place in total homes reached during the vital 6-midnite time segment!

So, with 6 of the top 10 and a *tie* for most homes reached . . . **how can you cover the Denver Market without KBTV?**

JOHN C. MULLINS
President

JOE HEROLD
Station Mgr.

SEE YOUR P G W COLONEL

as "a professional advertising organization which, in cooperation with its client, handles the preparation and placement of advertising so that ultimate results can be obtained in sales of product."

He gave this list of services small stations are entitled to expect:

• Agency acceptance of the station operator's advice regarding placement of schedule; he knows his own market best.

• Agencies stop the "eternal rates chisel and package buying." Only an adverse reaction can occur and it may even affect the agency itself in time.

• Agencies and clients handle their own merchandising. "We can't afford it."

• Agencies understand the local broadcasters' problems when an announcement is moved because of sports or public-service broadcasts.

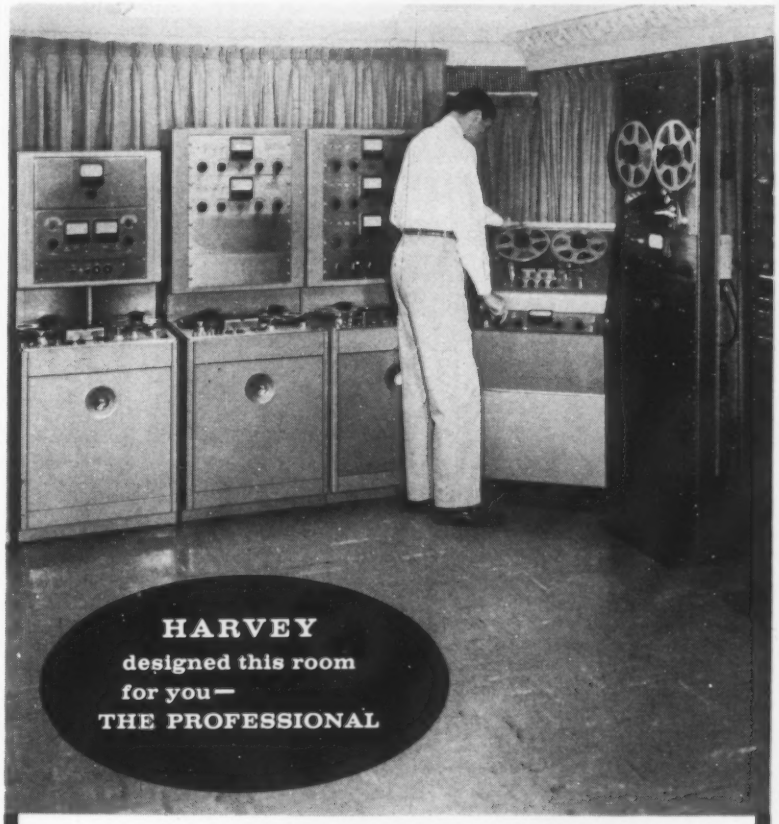
• Agencies process contracts and statements on time.

Hal Waddell, WKBZ Muskegon, told how the station revamped its nighttime programming after a careful staff study and community check. Standard popular classics and show tunes were adopted, with minimum talk and commercials. The idea is producing sponsors and revenue, he said.

Formula Format • John Box Jr., managing director of the Balaban Stations, said the term "formula radio" is widely misconstrued. Instead of top 40 tunes, he said, formula radio can be defined as a pattern or setting for basic program elements, representing a discipline and order which marshals these elements into their most effective use. "As the top 40 stations and their imitators reach a saturation point. . . . and the economic struggle of the 'alikes' begins, dominance will go to the stations and groups fortified with imaginative and ingenious management teams."

Mr. Box said "no monotonous margin number can ever provide the balanced programming that will guarantee constant, ever-increasing audience." He urged broadcasters to editorialize, saying it is "both the duty and the necessity of every radio station to sustain a vigorous editorial program."

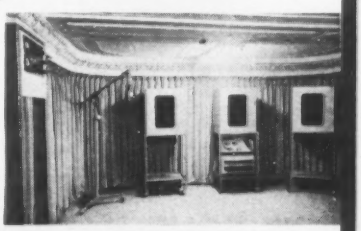
Broadcasters should end their "internecine warfare" and start telling advertisers that "radio is better than all other media," Mr. Box said. He outlined the experience of the Balaban station after a year of one-rate policy. "It isn't easy," he said, "when a major independent station in one of the top 10 markets sells drive-time spots for less than $4. . . . and independents aren't the only offenders. It saddens me to see networks selling announcements to national advertisers for less than $5. On our stations, we wouldn't let an advertiser burp for $5."



. . . a showroom of audio products, and associated professional gear, where you can see and hear the finest, and latest, equipment.

ON DISPLAY AND IN OPERATION

ALTEC	McINTOSH
A. K. G.	NAGRA
AMPEX	NEUMANN
AUDIO INSTRUMENT	PULTEC
DAVEN	RCA
ELECTRO-VOICE	SONY
E.M.T. ECHO CHAMBER	STARBIRD BOOMS
FAIRCHILD	



HARVEY RADIO CO., INC.
103 W. 43rd Street, New York 36 • JU 2-1500

If you are in town during the Audio Engineering Society show, stop in and see our enlarged audio facilities.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

NIELSEN

TOP 10 NETWORK PROGRAMS
Tv report for 2 weeks ending Aug. 23

TOTAL AUDIENCE†

Rank	No. Homes (000)
1. Gunsmoke	14,107
2. All Star Football	13,484
3. Have Gun, Will Travel	12,238
4. Wagon Train	11,837
5. Rifleman	11,303
6. Ransom of Red Chief	11,259
7. I've Got a Secret	10,591
8. U.S. Steel Hour	10,324
9. Best of Groucho	10,324
10. Peter Gunn	10,324

Rank	% homes*
1. Gunsmoke	32.5
2. All Star Football	31.2
3. Have Gun, Will Travel	28.0
4. Wagon Train	27.0
5. Rifleman	26.3
6. Ransom of Red Chief	25.7
7. I've Got a Secret	24.2
8. U.S. Steel Hour	24.1
9. 77 Sunset Strip	23.9
10. Alfred Hitchcock Presents	23.8

AVERAGE AUDIENCE‡

Rank	No. Homes (000)
1. Gunsmoke	13,350
2. Have Gun, Will Travel	11,348
3. Rifleman	10,413
4. I've Got a Secret	9,523
5. Peter Gunn	9,434
6. Best of Groucho	9,345
7. Alfred Hitchcock Presents	9,123
8. Joseph Cotten	8,722
9. Frontier Justice	8,678
10. Wyatt Earp	8,589

Rank	% homes*
1. Gunsmoke	30.8
2. Have Gun, Will Travel	26.0
3. Rifleman	24.3
4. I've Got a Secret	21.7
5. Peter Gunn	21.5
6. Best of Groucho	21.3
7. Alfred Hitchcock Presents	21.2
8. Joseph Cotten	20.0
9. Wyatt Earp	20.0
10. Frontier Justice	19.8

Copyright 1959 A. C. Nielsen Co.

† Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

‡ Homes reached during the average minute of the program.

ARB

TOP 10 NETWORK PROGRAMS
Tv report for August

Rank	Rating
1. Gunsmoke	34.9
2. I've Got A Secret	30.0
3. Have Gun Will Travel	28.0
4. Wagon Train	27.8
5. What's My Line	27.2
6. All Star Baseball	26.3
7. 77 Sunset Strip	26.1
8. Real McCoys	24.9
9. Rifleman	24.7
10. Price Is Right	23.8

Rank	No. Viewers (000)
1. Gunsmoke	38,170
2. Wagon Train	32,090
3. All Star Baseball	29,990
4. Have Gun Will Travel	29,830
5. I've Got A Secret	29,390
6. Real McCoys	29,380
7. Rifleman	26,430
8. 77 Sunset Strip	26,370
9. Maverick	26,020
10. Welk's Dancing Party	24,170

Copyright 1959 American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

All Star Baseball (NBC-175): Gillette (Maxon), Aug. 3, 6:45-10 p.m.

All Star Football Game (ABC-163): Carlings, (Laing, Fisher & Stashower), Falstaff (D-F-S), Liggett & Myers (D-F-S), Standard Oil of Ind., (D'Arcy), 6:45-10 p.m.

Best of Groucho (NBC-168): Lever (BBDO), Toni (North), Wed. 10-10:30 p.m.

Joseph Cotten (CBS-193): General Foods (B&B), Mon. 9:30-10 p.m.

Frontier Justice (CBS-200): General Foods (B&B), Mon. 9-9:30 p.m.

Gunsmoke (CBS-184): Liggett & Myers (D-F-S), Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-168): Lever Bros. (JWT), Whitehall (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-182): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-194): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Maverick (ABC-137): Kaiser, Drackett (both (Y&R), Sun. 7:30-8:30 p.m.

Peter Gunn (NBC-182): Bristol-Myers (DC S&S), Mon. 9-9:30 p.m.

Price Is Right (NBC-152): various sponsors, Mon.-Fri. 11-11:30 a.m.

Price Is Right (NBC-134): Lever Bros. (OB &M), Speidel (Norman, Craig & Kummel), Wed. 8:30-9 p.m.

Ransom of Red Chief (NBC-173): Rexall (BB DO), Sun. Aug. 16, 10-11 p.m.

Real McCoys (ABC-156): Procter & Gamble (Compton), Thur. 8:30-9 p.m.

Rifleman (ABC-131): Miles Labs (Wade), Ralston Purina (Gardner), Procter & Gamble (B&B), Tues. 9-9:30 p.m.

77 Sunset Strip (ABC-145): American Chicle, Carter Products and Whitehall (all Bates), Harold Ritchie (K&E), Fri. 9:30-10:30 p.m.

U.S. Steel Hour (CBS-127): U.S. Steel Corp. (BBDO), Wed. 10-11 p.m. alternate weeks.

Wagon Train (NBC-176): Ford (JWT), R. J. Reynolds (Esty), National Biscuit Company (M-E), Wed. 7:30-8:30 p.m.

Welk's Dancing Party (ABC-210): Dodge (Grant), Sat. 9-10 p.m.

What's My Line (CBS-148): Sunbeam (Perrin Paus), Kellogg (Burnett), Sun. 10:30-11 p.m.

Wyatt Earp (ABC-141): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

KNOW YOUR RATING
Area for Improvement, market meeting told

"Don't make advertising decisions based upon a rating service which measures something you are not interested in," W.M. Weilbacher, vice president and research director of Dancer-Fitzgerald-Sample, New York, advised delegates to the annual marketing conference of the National Industrial Conference Board Sept. 18. The seventh annual marketing conference was held Wednesday through Friday at New York's Waldorf-Astoria. The marketing meeting is one of many specialized functions of the NICB, non-profit, scientific research body headquartered in New York and supported by business, labor, colleges and universities around the country.

Covering rating methods current for various media, Mr. Weilbacher listed areas of need for more information, namely the number of people exposed to the advertising message and the degree of awareness and predisposition to action. Choosing tv ratings as an example, more or less applicable to other media, he said: "The point made in this example is that the current television rating services, in terms of the threefold question which I raised just a moment ago, may not be measuring the right things in terms of a final evaluation of broadcast advertising effectiveness, may be susceptible to distinct improvement in such measurement, and clearly should be measuring things which they are not now measuring."

Magazines have gone farther than other media in measuring people exposed to advertising, the D-F-S research chief said. As for qualitative impact of various media, the ultimate measuring device must be an indirect one, since "we at Dancer-Fitzgerald-Sample have discovered in our own research, it is virtually impossible to talk to magazine readers or television viewers about the qualitative impact that these media have upon them. . . . Possibly, the differences in the qualitative value of various media can be only discerned by comparing, under controlled conditions, the total advertising effect for the same ad between various medium vehicles."

Mr. Weilbacher concluded on a note of optimism for the future, comparing present research methods with the simple circulation yardstick used 10 years ago.

Bantob claims freeze by five tobacco firms

Major tobacco companies have put pressure on radio and tv stations as well as newspapers to prevent successful marketing of "Vanguard," a cigarette-shaped and packed smoking product, according to a suit filed Sept. 23 in federal court, New York.

Bantob Products Corp., Vanguard manufacturer, asked $15 million damages and a court injunction prohibiting further interference with the advertis-

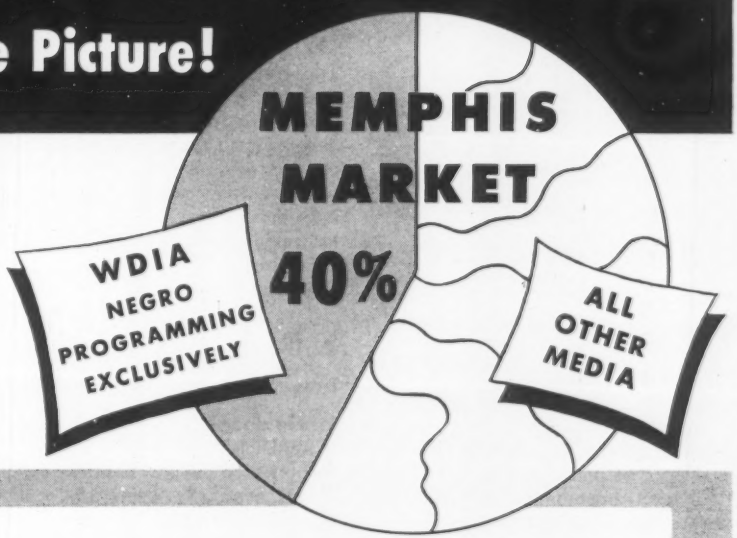
IN MEMPHIS...

It Takes WDIA

AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

to Complete the Picture!

40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!



WITHOUT WDIA . . . YOU'RE MISSING 40% OF THE MEMPHIS MARKET!

And here's why this is a market you just can't afford to miss:

1. Negroes in the Memphis Market have totaled up yearly earnings of $616,294,100!
2. They spend 80% of this big income on consumer goods!
3. And before they buy, these Negroes listen—to WDIA!

MORE THAN JUST A RADIO STATION . . . WDIA IS A POWERFUL ADVERTISING FORCE IN MEMPHIS—AMERICA'S 10th LARGEST WHOLESALE MARKET!

Let us send you proof of performance in your field!
Egmont Sonderling, President
Bert Ferguson, Exec. Vice-President
Archie S. Grinalds, Jr., Sales Manager

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

TWO MORE SONDERLING STATIONS!

IN CHICAGO, IT'S

WOPA

Featuring Chicago's greatest Negro air salesman . . . "Big Bill" Hill

IN OAKLAND, IT'S

KDIA

The only full-time Negro station serving all Negro communities in the San Francisco-Bay area.

REPRESENTED NATIONALLY BY: BERNARD HOWARD & CO., INC.
WEST COAST REPRESENTATIVE: B-N-B, INC. — TIME SALES

ing and marketing of the product. Named in the complaint are American Tobacco Co., Liggett & Myers Tobacco Co., P. Lorillard Co., Philip Morris Inc. and R. J. Reynolds Tobacco Co., which the plaintiff said make and sell 90% of the country's cigarettes.

The five tobacco companies are charged with combining to threaten media in the New York area with withdrawal of all tobacco advertising if they accept Vanguard advertising. Similar threats and intimidation were exerted on property owners, equipment suppliers, and cigarette jobbers and dealers to prevent distribution, the suit claimed.

Vanguard was described as a product of blended natural fibres containing "no tobacco tars, no nicotine and no arsenic." It was tested in Dayton, Ohio, last June, the complaint said, arousing "widespread consumer interest." Plans had been made to introduce Vanguard in the New York market last Sept. 17, it added.

As a result of tobacco industry pressure, according to the suit, "no major newspaper, radio or tv station . . . accepted plaintiff's advertising (substantially identical with that accepted by newspaper, tv and radio media in Dayton) although said advertising media had time, space and facilities available for such advertising, and had advance knowledge of plaintiff's scheduled Sept. 17 market opening." The complaint charged that as a result of threats and intimidation, plus Bantob's inability to fulfill its commitment for an opening advertising campaign, many jobbers, distributors and dealers refused to buy or distribute Vanguard and cancelled firm orders.

Bowman Gray, president of R. J. Reynolds Tobacco Co., said the charges against his firm and the other major producers were "ridiculous," denying R. J. Reynolds had tried to prevent marketing of Vanguards. New York media interests were quoted as denying the tobacco companies had exerted pressure, claiming the proposed advertising did not meet standards of the media or Better Business Bureau. Scare copy was used, it was stated, and it did not indicate the "smokes" contained no tobacco.

Small agencies urged to stress radio-tv

Expansion-minded small and medium-sized agencies were advised last week by Emil Mogul, president of Mogul, Williams & Saylor, New York, to develop broadcast media operations.

Mr. Mogul, speaking on the topic of "Agency Management—People, Planning and Profits" before the first fall seminar meeting of the League of Advertising Agencies in New York, declared:

"The big advertising dollar today and in the foreseeable future is in television, and to a lesser extent, spot radio. Agency managers with the growth outlook should be thinking of future expansion in terms of developing an air media operation.

"If they fail to see the advantages of getting their feet wet now, they'll not only miss the boat—they'll never reach the pier in the first place.

"In my opinion, it's a rare agency that can make substantial progress without at least the beginnings of an air-media operation. It's hard to understand why persuasion should be necessary. The coming-of-age of video tape, for example, is opening up fantastic opportunities for advertisers, who, up to now, have avoided even the thought of entering the medium. Isn't it possible that some of your current clients may fall into this category? And will you be able to provide the service when the undeniable lure of tv propels one or two of them into the medium?"

• Business briefly

Time buys

Media dough • Bakers Franchise Corp. (Lite Diet bread), N.Y., is launching a three-month spot radio-tv campaign today (Sept. 28), using 15 to 30 one-minute announcements per week on 150 radio stations and one-minute and 30-second filmed commercials on 30 tv outlets. Agency: Mogul Williams & Saylor, N.Y.

Toy time • Mattel Inc., L.A. (toys), will sponsor *Matty's Funday Funnies* starting Oct. 11 on ABC-TV (Sun. 5-5:30 p.m. EDT). New cartoon series will feature such familiar characters as "Casper, the Friendly Ghost," "Herman and Katnip," "Little Audrey" and others. Two new characters, Matty and Sisterbelle, have been created to serve as host and hostess. Mattel's agency: Carson-Roberts Inc., L.A.

Warmup • General Mills Inc., Minneapolis, for Wheaties breakfast cereal, and American Tobacco Co., for Pall Mall cigarettes, will co-sponsor *World Series Warmup*, quarter-hour program which will precede NBC-TV's telecasts of 1959 World Series. Agencies: Knox Reeves Adv. Inc., Minneapolis, for Wheaties; Sullivan, Stauffer, Colwell & Bayles Inc., N.Y., for Pall Mall.

Listerine backs comedy • Warner-Lambert Pharmaceutical Co., Morris Plains, N.J., for its Listerine product, to sponsor new series of *The Gale Storm Show*, starting Oct. 1 on ABC-TV (Thurs. 7:30-8 p.m. EDT). Agency: Lambert & Feasley Inc., N.Y.

Two for 'The Deputy' • General Cigar Co., N.Y., through Young & Rubicam Inc., N.Y., signed alternate-week sponsorship of new NBC-TV series, *The Deputy*, which started Sept. 12 (Sat. 9-9:30 p.m. EDT). Previously named co-sponsor is The Kellogg Co., via Leo Burnett Co.

Tobacco firms head Nielsen Radio Index

R.J. Reynolds and Liggett & Myers sustained their domination of network radio for the four weeks ending Aug. 9, as shown by the National Nielson Radio Index. In the latest commercial ratings the two once again alternated in the top two spots in terms of homes reached and in total commercial minutes delivered as they did in the preceding Top 20 report (BROADCASTING, Aug. 24).

Time Inc. moved up several notches to No. 3 spot in both categories, followed by Midas Inc. in No. 4. The complete lists follow:

HOME BROADCASTS

Rank	Advertiser	No. of B'dcsts	Total Home B'dcsts Delivered (000)
1	Reynolds, R. J., Tobacco	358	125,372
2	Liggett & Myers Tobacco	377	118,950
3	Time, Inc.	185	89,767
4	Midas, Inc.	169	86,998
5	General Foods Corp.	171	79,027
6	Ex-Lax, Inc.	157	66,228
7	Lewis Howe Co.	124	60,344
8	American Tel. & Tel. Co.	237	58,504
9	Chevrolet-Gen. Motors	136	43,619
10	Socony Mobil Oil Co.	116	35,220
11	Automotive-Amer. Motors	88	33,038
12	General Mills, Inc.	88	33,038
13	Armour & Co.	79	32,392
14	Grove Div.-Bristol-Myers	88	31,161
15	Hudson Vitamin Products	104	25,863
16	Sterling Drug Inc.	64	24,931
17	Greyhound Corp.	80	24,581
18	Bristol-Myers Co.	37	23,587
19	CBS Electronics-CBS, Inc.	50	23,393
20	Firestone Tire & Rubber	48	22,898

COMMERCIAL MINUTES

Rank	Advertiser	No. Comm'l Mins. Aired	Total Comm'l Min. Del'd (000)
1	Liggett & Myers Tobacco	283	83,356
2	Reynolds, R. J., Tobacco	223	72,388
3	Time, Inc.	135	62,271
4	Midas, Inc.	127	60,457
5	Lewis Howe Co.	94	41,955
6	Chevrolet-Gen. Motors	122	40,943
7	Ex-Lax, Inc.	101	39,931
8	General Foods Corp.	81	36,694
9	American Tel. & Tel. Co.	140	32,371
10	United Motors-G. Motors	68	32,192
11	Armour & Co.	79	31,057
12	Wrigley, Wm., Jr. Co.	60	28,932
13	Automotive-Amer. Motors	66	23,207
14	General Mills, Inc.	66	23,182
15	CBS Electronics-CBS, Inc.	50	22,058
16	Staley, A. E., Mfg. Co.	67	21,632
17	Bristol-Myers Co.	36	21,539
18	Hudson Vitamin Products	96	21,355
19	Carter Products, Inc.	90	21,137
20	Sterling Drug Inc.	55	20,412

Ranked by Total Home Broadcasts Delivered and by Total Commercial Minutes Delivered for Individual Advertisers by All Programs and Participation on all Radio Networks Used.
Copyright 1959 by A. C. Nielsen Co.

The Greatest Audiences Ever Recorded by a locally originated program in Chicago TV history!!!

Last Tuesday, September 22, WGN-TV originated the Chicago White Sox-Cleveland Indian's game from Cleveland, Ohio, from 7 P.M. to 10 P.M.

Results overwhelmed network premieres and specials!*

High half-hour rating 9:30-10 P.M.

		Rating	Share
WGN-TV	**Sox/Cleveland/10th Inning**	**56.5**	**89%**
	Network B	3.3	5
	Network C	1.1	2
	Network D	2.9	5

Nearly 8 times the combined audience of the three network stations!

Average half-hour rating 7-10 P.M.**

		Rating	Share
WGN-TV	**Sox/Cleveland**	**40.5**	**68%**
	Network B	4.3	7
	Network C	7.5	13
	Network D	7.3	12
	other	0.1	—

More than double the combined audience of the three network stations in prime time!

* *ARB Coincidental*

** *Competition during the three hours included Dennis O'Keefe, Bronco, Laramie, To Tell the Truth, Wyatt Earp, Fibber McGee & Molly, Tightrope, Rifleman, Toast to Jerome Kern, Naked City, Andy Williams.*

Proof again that WGN-TV gives Chicagoans the type of programming they want to see!

WGN-Television—Channel 9
Chicago

When Khrushchev Came to Iowa

Positively Last of a Series

When Khrushchev came to Iowa, one heard the comment made:
They didn't show him Channel 2 or Khrushchev would have stayed.

Suppose he'd seen their ratings, say, their latest ARB[1]
He might have thought, "I like it here—there's *no one* watching me!"

Or let's just say, for instance, he had seen 2's lofty tower[2].
He would have been impressed no end—this boy is hep to power.

Suppose he'd toured the station like a television star;
Seen the radar for the weather[3], seen himself on V.T.R.,[4]
Seen the mammoth stock of movies[5], had a word with Marshal J.,[6]
He'd have been so damned elated he'd have never gone away.

So it's really providential (in the State Department's view)
That when Khrushchev came to Iowa he bypassed Channel 2.[7]

1. More viewers than ever.
2. Good place for Summit Meeting—1,450′ above average terrain.
3. The headdome is connected to the cameradome (See *Broadcasting*, July 28, 1958).
4. First station in Iowa to get it. You know—that solid gold tape stuff.
5. Including the M.G.M. package and the Paramount package, and a Hollywood dish.
6. Eastern Iowa's most popular cowboy (no kin to Marshal Zhukov).
7. State Dept. has given blanket clearance to time-buyers. See your friendly Katz man.

WMT-TV

Cedar Rapids—Waterloo

CBS Television for Eastern Iowa

Affiliated with WMT Radio; KWMT Fort Dodge

National Representatives: The Katz Agency

HOW TO MAKE PUBLIC SERVICE PAY

Prime time and individual creativeness are basic elements

Public-service programs can be profitable in both money and prestige, and they deserve the full backing of management with prime time plus sales and promotional aids.

This conclusion was obvious to the 350 delegates who attended the third Conference on Local Public Service Programming, held Sept. 21-23 on the campus of Stanford U. at Palo Alto, Calif., under the auspices of Westinghouse Broadcasting Co.

Over 100 speakers representing all segments of broadcasting took part in a series of panel discussions and sampled dozens of programs demonstrating that public-service offerings can be entertaining as well as instructive.

Many hurled the oft-voiced charge that public-service programs frequently get the worst of the scheduling and creative facilities.

On the other hand, many speakers said programs broadcast in prime evening time after ample preparation and promotion are attracting peak audiences and often are sponsored by civic as well as sales-minded local advertisers.

Individual Exalted • Special emphasis was placed during the three-day conference on ways to develop and encourage the creative potential of the individual.

Setting the theme at the opening session Sept. 21, WBC President Donald H. McGannon explained the individual was chosen as conference keynote because broadcasting "is essentially a business of ideas and it is obvious that ideas come only from individuals."

Management's job is to make "opportunities for ideas," he said, contending the individual "is too frequently bridled and stifled by an institutional jungle gym, that obstacle course in children's playgrounds. . . . We have to respond to the individual and in his ideas or he will shrivel or be silenced, and he will destroy his desire and ability for creative development."

Five outstanding leaders in the world of science and arts sent filmed interviews discussing broadcasters' opportunity to keep the public informed (see page 90).

FCC Dilemma • FCC Chairman John C. Doerfer said court decisions give the Commission "some responsibility" for the programming of licensees "yet none of these cases has squarely decided the Commission has direct legal power to draw distinctions between different kinds of ordinarily acceptable programming." He said the solution "lies in the good sense of the public and the broadcasters, with the public as supreme judge. If they want rest, escapism or relaxation after a day's work with just a bare minimum of public service programming, then there is not much that you, your critics, the FCC or Congress can do about it."

Bergen Evans, Northwestern U. professor of English and moderator of *The Last Word* on CBS-TV, contended broadcasters should be praised for their use of the language rather than accused of contributing to its corruption. "Radio and tv commentators," he said, "like advertisers, are in the forefront of the testing of the language—continually reaching for the more precise, the more concise, the more appropriate word, which is more than can be said for some other users of the language on Madison Avenue."

WBC dramatized its panels by installing an Eidophor projector in the Stanford auditorium, hooked by closed circuit to two tv cameras on stage. Faces of questioners on the floor were projected to a 15x20 foot screen at the rear of the stage where audience and panel members could get a close look.

Three days of panels, lunches and other sessions, sometimes running in tandem, kept the delegates hopping. Here are highspots of some of the panels:

William J. Kaland, WBC national program director, charged broadcasters with the sin of "imitative creativity." He defined "creativity" as a process, not a product.

Individuals and Ideas • Marc Connelly, playwright, said "our puritanical society is scared to death of the theatre (radio, tv, stage and screen), where truth is spoken, and suffers from a fear of doing something fresh."

Robert Foreman, vice president of BBDO, contended "something is being

In tower's shadow • Three principals in Westinghouse Broadcasting Co. public-service conference stand before Hoover Institution at Stanford U., Palo Alto, Calif. (l to r): Philip H. Lasky, WBC West Coast vice president; J. Wallace Sterling, president, Stanford U., and Donald H. McGannon, WBC president.

FIVE GREAT CHALLENGES FOR TV AND RADIO

Broadcasters have the facilities and the capacity to shape the course of history, five world-famed men of art and science agreed Sept. 21 in remarks addressed to the Local Public Service Programming Conference sponsored at Palo Alto, Calif., by Westinghouse Broadcasting Co.

In filmed interviews prepared for the conference they voiced the widespread need for dissemination of knowledge about the arts, science, politics and public events. Their comments added up an eloquent tribute to the inherent power of television and radio—and to a challenge for better use of that power. Here are short condensations of their observations:

ARCHIBALD MacLEISH, poet-playwright, ex-Librarian of Congress

What you [broadcasters] do matters more over the long run (if our civilization has a long run ahead of it) than what anybody else does. Because you are more persistently shaping the minds of more people than all the rest of us put together. . . .

The programs lumped together as entertainment have as great an influence on the minds of the human beings who watch them as programs which claim a more serious purpose. Indeed they have a greater influence. . . . Every program you put on is "doing" and will have a consequence, whatever you may call it. It will work for harm if it doesn't work for good. And nowhere can the harm or the good be greater than in the area of art and above all, perhaps, of dramatic art.

To quicken the imagination should be the great end of a society which moves toward freedom. And no instrument ever devised holds such promise for that quickening as radio and television. If the word "entertainment" could become a word not of defense but of purpose, and if that purpose could include the presentation of great enfranchising works of human art, television and radio could change the human future in this country.

EDWARD STONE, architect

In our country we want to make art the property of every man and woman, and this is the great opportunity for television. Not that television has not in the past exploited some of these opportunities. Here lies the chance for art in democracy.

Obviously everybody wants to see all these masterpieces, but through television it could be brought to the home and I think improve and exhilarate the whole cultural and spiritual life of our country, and I am sure that just as our other arts have developed, television will accept this challenge and we will have a mature and beautiful medium of expression which will reach everyone; and I think there lies an opportunity unique in the 20th Century.

In judging television as a visual art, we must remember that we have had some 2,500 years in western culture, architecture, sculpture and painting whereas in television, at the most, we have had only one decade to develop and I think with patience and with the great creative talents we have in this country it should be brought to bear in this medium. The potentialities are unlimited.

done" along this line. "There are advertisers," he said, "who put pride before purchase, who would rather sponsor thought-provoking programs than formula-produced westerns but who as practical businessmen must be convinced that such sponsorship is good business.

"The agency's job is to convince the willing but timid advertiser that high ratings are not the only way to achieve his purpose." Mr. Foreman's agency has just contracted for Fred Friendly, producer and a member of the discussion group, to produce a half-hour series in prime evening time at $65,000 a week for 52 weeks. "If it gets one-fifth the rating of *Gunsmoke* that will be all right," Mr. Foreman added.

Mr. Friendly reminded that public-service programming faces strong commercial program competition in prime evening time, but nobody will ever take the programs seriously if they appear only late at night, early in the morning or Sunday afternoon. He is putting on a tv program Oct. 27 on missile launching. "If launching a missile isn't more interesting as well as more important to the public than the killing of a 19th Century villain, there's really something wrong," he said.

Research Problems • The validity and utility of audience measurement were discussed at length by panelists. Dr. Charles Y. Glock, head of the U. of California's research center, said, "The established basis of most broadcast research, that the stimulus of the broadcast commercial produces the result desired by the advertiser, provided it reaches enough people, does not extend to public service programming where who listens or watches may be more important than the number of people reached." He criticized broadcasters for sticking to audience size measurements and not going into new program research "as manufacturers have gone into new product research." Ben Gedalecia, vice president of the McCann-Erickson's Market Planning Corp., also criticized the use of ratings designed to measure the audience for advertisers' sales messages for public service programs.

These comments drew a prompt audience response, "We're using the yardsticks we have. If you'll give us new yardsticks, we'll use them." Melvin A. Goldberg, WBC research director, called for a showing of hands of station men who use college research facilities in their vicinities. About a fifth of the broadcasters said they had used the college services.

News Broadcasts • William Small, WHAS-AM-TV Louisville, Ky., news director, startled the broadcasters with this statement, "American radio is not the adolescent news medium it was once accused of being; it is not that good." He charged that radio news presented with horns, whistles and sirens "is enough to make 19th Century yellow journalists blush."

On the other hand Jerry Landay, WBZ Boston, saw "distinct signs that news is emerging into first-class citizenship and no longer is considered by some stations as a necessity so the deejay can go wash his hands. . . ."

Hugh Brundage, KMPC Los Angeles, said two helicopters and three mobile units cover important news events but Mr. Small said he couldn't think of one story a month big enough for this treatment. He termed it "manufactured sensationalism to interrupt programming with helter-skelter direct reports at the scene of fender-benders, half-alarm fires, and unseated pedestrians."

KTLA (TV) Los Angeles sent its

ROBERT MURPHY, Deputy Undersecretary of State

There once was a time when the world loomed large. . . .The accepted form of diplomacy in those days was secret diplomacy. With modern communications diplomacy has become public. You, as communicators in the open society we cherish, provide the vital and selective liaison between governments and people, people and events, events and ideas.

You indeed have major responsibilities in trying to establish a national sense of perspective. It is difficult to overstate the importance of these responsibilities. You are reporting, influencing and actually making history. I feel you are doing a wonderful job.

Your electronic wonders are some of the finest instruments in the free world's possession; and if peace does finally come to the world, it will be largely due to the fact that mass communications have played a major role in this great effort. You have made a brilliant and promising start. But will you follow it through? Will you respond to these challenges? I believe you will.

DR. JONAS SALK, developer of polio vaccine

Can your conference consider not merely the need for public awareness in the field of medicine . . . but rather the technique whereby the quality of the information communicated is enhanced as well as the means for reducing and eliminating, if possible, the practices that make scientists and physicians withdraw from contact with those who seek their help in public education via radio, television or the printed word?

Is it possible . . . that in the future medical or scientific programming or reporting will be done only by those accredited to do so? Would it not be reasonable . . . to protect the public and the medical scientist or physician by not exposing them to the unskilled and often sensation-seeking reporter or writer or program director who is not equipped to do good and by luck will do no harm?

There is need for what is frequently referred to as "a creative approach" which merely means a new way to do something in the field of medical communication to the public. If your conference could establish this as an objective . . . you will have made a great contribution.

DR. EDWARD TELLER, nuclear physicist

I would like to talk to you about a very difficult job that is rightly considered as formidable—how to get science across to the layman who wants to be amused. I think it can be done and I think that it must be done because we live in a technical world where a man cannot be called educated if he has not understood what makes nature tick and what makes it possible for us to change the world as we have changed it.

I suggest that what you could do is to present on your medium simple, straightforward and startling facts; and these simple and straightforward facts, if startling enough, can be amusing by their surprise—a collision of two galaxies that create a great deal of radio noise, for example, a hundred billion light years away.

I see things far away like galaxies and close under our hands like atoms; and everything in between these two things can be made exceedingly interesting and amusing, and if people get these amusing and small bits of information, this may help us to maintain and to create a spirit from which a healthy technical civilization must live.

Telecopter to the conference for inspection, showing how it is used. The machine cost nearly $100,000 in research and equipment and its operation runs $100,000 a year, according to Clete Roberts, of KTLA.

Mr. Landay said WBZ puts on a five-minute newscast each hour because of "the changing character of continuing stories plus the huge volume of good story and tape material pouring in from our eyewitness reporters, telephones, tipsters and stringers, and our national and overseas bureaus." "There is no such thing as a dull news day," he said.

Why Public Service? • William Dempsey, WQED (TV) Pittsburgh, educational station, said he conducted a survey that showed one out of every 20 public service telecasts is put on because the station hopes it will win an award. "Slightly more, 6.1%, are preselected by outside organizations or groups, the stations reported. Popularity was the chief reason for selecting subjects for public service programs, 25.8%, followed by availability of people and material, 22.4%.

Speakers agreed new terms are needed to replace "public service" and "documentary," which have now become "practically epithets." Many emphasized good local public service programs can be sold to good local sponsors as readily as any other local shows.

Slap at Networks • An anonymous taped exchange aired at the conference took networks apart in strong language because of their "encroachment beyond the 7:30-10:30 p. m. hour." A group of unnamed executives, who insisted on anonymity, voiced "open dismay at attempts by the three networks to shrivel station time," and also at some signs of government tolerance of this desire.

Television tape is operating as a leveller among stations, with many now doing programs they couldn't produce on film, according to speakers.

At an international panel Hugh Weldon, British Broadcasting Corp., said public-service programs are "the most popular kind of programming in England and are staffed by the best brains available."

Editorializing or Not • A majority of participants in an editorializing panel advocated hard-hitting editorials. Ben Strouse, WWDC Washington, described the 10-a-day, one-minute editorials and the results they are bringing.

Edward Breen, KVFD Fort Dodge, Ia., said he broadcasts five-minute editorials at noon and again at 10:30 p. m. plus shorter editorials by two staff newsmen. John McClay, WJZ-TV Baltimore, described advantages of making editorials as long as necessary to handle the subject, editorializing only when there is a need and having the general manager as spokesman. Bruce Palmer, KWTV (TV) Oklahoma City, who broadcasts that station's editorials, said KWTV started occasional editorials over two years ago but shifted after a year to a regular five-a-week schedule. William Whitley, KNXT (TV) Los Angeles, disagreed with other panel members, saying few stations are equipped to editorialize.

CBS Films' plans

CBS Film Inc. is planning a "substantial number" of tv properties for both network and syndication sponsorship in 1960, Sam Cook Digges, administrative vice president, said last week.

As the first step in expanding its production facilities, the company will open a production office in Hollywood shortly after Oct. 15. It's new production executive—Robert F. Lewine (see

WEEK'S HEADLINERS, page 32) will start his CBS duties around that date. Mr. Lewine is charged with staffing both the Hollywood and New York production offices.

The new production plans for 1960 will be worked out when Mr. Lewine takes up his new post, Mr. Digges reported. At present, the company has five pilot films "either in production or completed for January sale."

NEW BARTER DEAL
Governor Tv develops products for tv ads

The ancient merchandising concept of barter will acquire a young wrinkle under a plan to be implemented by Governor Television Attractions, New York tv film distributor.

Governor Tv, contrary to the usual distributor practice of offering stations films for time that eventually is sold to an advertiser, is going to use the time for consumer products created by its own subsidiary companies on 25 stations, starting in two weeks. Arthur Kerman, president of Governor Tv, offered this explanation in an interview with BROADCASTING:

"Many stations in medium-sized and smaller markets and the smaller station in larger markets often had asked me for a barter deal. They realized some of the shortcomings of barter but for many stations it was an economic necessity. I thought about it for a long time and then the idea struck me: if tv advertising via barter is successful for many businesses, why couldn't I develop a line of products and offer Governor Tv programming in exchange for time?"

Mr. Kerman realized he had to develop household products that would have "lasting appeal" and could be promoted on tv largely in fringe time, if necessary. As his first offering, he decided on a make-up kit and engaged Muriel Powell, who operates a charm school in New Jersey, to select the items. It consists of a "golderama" bag, containing such items as comb and nail, compact, eyebrow pencil, perfume and other cosmetics. Mr. Kerman then selected various jobbers to provide the products and decided upon the price of $4.95. As an added inducement, consumers will be offered a booklet on grooming tips, "The Beaut Generation," written by Miss Powell.

Subsidiary Formed • A subsidiary called Eleanor Powell Inc. has been established for the make-up kit. Mr. Kerman will form another subsidiary to offer records on the same basis as the kit and hopes to expand to other marketable products.

Governor Tv already has signed up 25 tv stations, according to Mr. Kerman. In return, they will receive all or part of the company's tv film product, covering 300 features, 52 cartoons and 200 two-reelers (the latter include "Laurel and Hardy" shorts). Stations are at liberty to pre-empt the time assigned to Governor Tv. At rate card, Mr. Kerman estimates he already has about $500,000 in time and he reports the company's transaction with stations are at card rate (a substantial portion is Class B and Class C time).

At the outset, viewers may purchase the make-up kit by writing the stations, but Mr. Kerman later may introduce a box number system or place the item in retail channels. He intends to promote the advertising through contests and perhaps through paid advertising in newspapers.

None of the time assigned to Governor Tv will be "sold away" from the station, Mr. Kerman insisted, adding that the time will be used to advertise only products of companies he controls.

"I've known for many years that television advertising is effective," Mr. Kerman declared. "I see no reason why tv cannot help sell the items I'm going to offer. I've got my fingers crossed . . ."

Tv 'sneak show'

Adopting a technique long used by Hollywood film studios, Bernard L. Schubert Inc., New York, plans to "sneak preview" episodes of its forthcoming tv film series (*David Harding, Counterspy, Alexander The Great,* and *David Harum*) in various sized communities in six key U.S. regions. The public will be invited to attend showings, which will be held either in tv station studios or local movie theatres, after which audiences will be asked to fill out "comment cards."

Schubert's plan calls for simultaneous showings of an episode in the six regions within 48 hours following the final editing of the segment in Hollywood. As many as six episodes in each of its series would be previewed in this manner while the series is still before the cameras, it was reported. Resulting word-of-mouth publicity, plus the availability of viewer comments, is expected to increase the interest of national advertisers as well as to permit changes in the series as suggested by the preview audiences. First "sneak" showings are planned for late September.

ITC's first year: $4 million abroad

More than $4 million in foreign sales were rung up by Independent Television Corp., New York, in its first year of operations (ending Sept. 1), it was reported last week by Walter Kingsley, ITC president. The total of $4,346,258 represents $1,721,890 in the Western hemisphere and $2,624,368 in the Eastern hemisphere. The total includes the combined sales activities of ITC and its sub-distributor, ITC, Ltd. of England.

ITC currently is providing 188 weekly half-hours of tv programs outside of the U.S., with 19 properties now sold and running in 39 foreign countries, Mr. Kingsley said.

ITC is jointly owned by the Jack Wrather Organization of Beverly Hills and Associated TeleVision Ltd. of London.

UA plans to deny antitrust charges

Robert S. Benjamin, board chairman of United Artists, said last week that UA proposed to deny charges of Clayton Act violations alleged by the Dept. of Justice in the government's antitrust suit filed two weeks ago (BROADCASTING, Sept. 21).

He said UA has been advised by counsel that the transactions by which UA acquired Associated Artists Production Corp. (Warner Bros. films) and residual rights to RKO feature films from C&C Television Corp. do not constitute a violation as charged by the Justice Dept.

The government charged that these acquisitions lessened competition in the feature-films-for-tv field and asked that UA be required to divest itself of these assets. The complaint was filed Sept. 15 in New York U. S. District Court.

'Arrow' lands back

Broken Arrow, western series which has had two previous seasons on ABC-TV, returns to that network Oct. 11 (Sun. 4:30-5 p.m. EDT) under sponsorship of Mars Inc., Chicago. Agency: Knox Reeves Adv. Inc., Minneapolis.

WNTA-TV plans six day-run dramas

A series of two-hour dramatic programs, *The Play of The Week,* will be offered on WNTA (TV) Newark starting Oct. 12. Each dramatic production will run for one week and will be telecast from 8-10 p.m. Monday-

PLEASE, New York City, GET LOST!

*Without three 50 kw New York City stations,

WCKY has the LARGEST NIGHTLY AUDIENCE in the nation

476,150 HOMES NIGHTLY.....

N. S. I. #2

State	# counties	# radio homes in state	# homes covered by WCKY	% of state	Nightly homes tuned to WCKY	% of WCKY nightly aud.	Pro rata state cost (1 min. 1 time $40)
Ala.	57	792,100	521,800	66	45,580	9.6	3.82
Ark.	1	476,000	18,400	4	1,400	0.3	.12
Fla.	43	1,171,900	259,200	22	21,520	4.5	1.80
Ga.	132	949,900	566,200	60	69,070	14.5	4.79
Ind.	14	1,327,000	67,600	5	4,510	0.9	.36
Ky.	91	793,700	437,500	55	50,180	10.5	4.20
Md.	2	781,300	23,600	3	1,200	0.2	.08
Miss.	32	512,500	164,800	32	12,690	2.7	1.08
Mo.	1	1,292,900	10,600	1	750	0.2	.08
N. C.	77	1,050,800	553,200	53	64,840	13.6	5.45
Ohio	10	2,709,000	404,400	15	35,920	7.6	3.02
Pa.	13	3,145,000	146,600	5	10,110	2.1	.84
S. C.	40	564,800	374,600	66	51,500	10.8	4.32
Tenn.	59	901,900	279,200	31	27,960	5.9	2.36
Va.	66	934,700	373,600	40	41,970	8.8	3.52
W. Va.	40	499,700	255,700	51	36,950	7.7	3.08
16	688	17,903,200	4,457,000		476,150	100.0	40.00

AT A COST PER M OF 8.4c
THE BEST BUY IN RADIO TODAY IN THE U. S. A.

through-Saturday and 3-5 p.m. on Sunday.

Each play will be recorded on video tape in advance. The production budget for each drama was reported to be about $35,000. First play "Medea," a Greek tragedy, will star Judith Anderson. The second will be Graham Greene's "The Power and The Glory."

Talent Assoc., New York, headed by David Susskind, will serve as production supervisor of the project but other producers will participate in the series. They include Jean Dalrymple, director of the New York City Center; Alexander Cohen, David Ross and others. Series will include present Broadway and off-Broadway productions, unproduced plays and television dramas.

• Program shorts

Typewriter talk • Underwood Corp., N.Y., is furnishing some 300 radio stations with a five-minute series, *Word Detective*, starring Basil Rathbone. The show, dramatizing word origins, was created and produced for Underwood by Robert Jennings Assoc. and is offered as educational, public service programming.

'Dawson' distribution • Latest sales on Ziv's *This Man Dawson* bring the total to 103 markets. Added to the station roster: WTMJ-TV Milwaukee, WTVY (TV) Dothan, Ala.; WNCT (TV) Greenville-Washington, N.C.; WABT (TV) Birmingham, Ala.; KFYR-TV Bismarck, N.D., and WSOC-TV Charlotte, N.C.

'Grand Jury' sales • NTA Program Sales, N.Y., reports the sale of more than $1 million in contracts covering its *Grand Jury* tv series, which has been purchased in 51 markets by regional and local advertisers and stations. Among advertisers signed are D-X Sunray Oil Co., Savarin Coffee, Schlitz beer and the Keefe Brewing Co.

'Mars' suit • Orson Welles, actor-producer, has filed a damage suit for $425,000 against CBS, Columbia Artists Inc. and Westinghouse Electric Corp. in Los Angeles Superior Court. The suit charges unauthorized use of Mr. Welles' 1938 radio program, "Men From Mars," as a tv show, "The Night the World Trembled," broadcast Sept. 9, 1957, on CBS-TV under Westinghouse sponsorship.

Progress report • Tele-Records Services, Hollywood, is now sending 8-10 films a month to some 200 tv stations and expects to increase its output to 15 a month before winter. Progress has been steady since the signing of agreements with American Federation of Musicians and Screen Actors Guild (BROADCASTING, June 8) which permitted the company to go ahead with its plan of making musical films of recording artists singing their latest recorded tunes (lip-synchronized to the original records) Mr. Lane said. Recording companies are making increased use of the service, for which they pay flat fees of $1,800 for the production of 16mm films and their distribution to 200 stations that receive the films without cost for use on video disc jockey programs. In a single day, TRS reportedly produced films for Decca, Capitol and Columbia in its New York studios. Among artists whose discs have been given TRS film promotion are Patti Page, Sal Mineo and Johnny Horton.

Tv helps handicapped • This is one of the slides that have been mailed to every U.S. tv station for use in the national Oct. 4-10 "Employ the Physically Handicapped Week." NAB and the Veterans Administration cooperated in the mailing. The package includes announcements for telecasting with the slides. The annual Hire the Handicapped campaign is handled by the President's Committee on Employment of the Physically Handicapped.

Package sales • Sterling Television Inc., N.Y., reports these film package sales: *Story Cartoons* to WCPO-TV Cincinnati, WBNS-TV Columbus, WLWI (TV) Indianapolis, KCOP-TV Los Angeles, KOIN-TV Portland, KIRO-TV Seattle and WSJV (TV) Elkhart, Ind. *Abbott and Costello* to WBNS-TV Columbus, WRAL-TV Raleigh, N.C., KELP-TV El Paso, Tex., and KFBB-TV Great Falls, Mont. *Time Out For Sports* to WROC-TV Rochester, N.Y., WDSU-TV New Orleans and WKBW-TV Buffalo, N.Y. *Crusade In the Pacific* to WXIX (TV) Milwaukee and WDBJ-TV Roanoke, Va.

Late-night antics • *Everything Goes*, new late-night program, has been scheduled to start in mid-October on WABC-TV New York. Described as a "free-wheeling comedy-variety show" and planned as a major WABC-TV fall entry, it will be telecast live Monday-through-Friday (11:15 p.m.-12:15 a.m. EDT). Starring in the presentation of "humor, songs, dances, skits and mad antics" will be Dayton Allen, Maurice Gosfield, Harvey Lembeck and Allen Melvin—each with previous comedy experience. The program was conceived by Bob Rehbock, who will serve as producer, and developed with the WABC-TV program department. Scriptwriters are Jim Lehner and Bob Condon. Roger Shope has been named director.

'Love' for sale • Alexander Film Co., Colorado Springs, Colo., and New York, is selling a five-a-week film strip, *Love Is The Problem*, with WABC-TV New York signed as an early customer. The half-hour show offers advice to the lovelorn by a panel and famous guest stars. It is produced by Jerry Fairbanks and directed by Harry Wayne McMahon.

AP promises 'depth' in radio-tv news

Although the primary purpose of the AP's broadcast wire is to digest the news, we are facing up to the changing times by reporting more news in depth, John Aspinwall, AP radio-tv news editor, said Monday (Sept. 21) in his news committee's report to the board of directors of the Associated Press Radio-Tv Assn., meeting in New York.

"By squeezing here and squeezing there we have been able to cram a very respectable amount of 'in depth' reporting into an already tight schedule of commitments," Mr. Aspinwall told the board.

"Specifically, we are now making it standard practice to deliver daily at least one separate item of about 600 words developing, backgrounding and explaining some facet of the top news of the day," he said. Such coverage has not infringed upon the interests of the many stations which still place their main dependence upon five-minute newscasts and spots, Mr. Aspinwall reported.

Among recommendations in its report the news committee was opposed to a proposal to put datelines on five-minute summaries. In a supplement to its regular report the committee said interest in sound transmissions or voicecasts warrants a continuing study of this technique.

APTRA also elected officers for the coming year. (See FATES & FORTUNES, page 123).

Never before in Maryland TV history has a client's message been placed in a more attractive setting. Never has so much production, promotion and imagination gone into Fall programming. Never has so much power beamed WBAL-TV shows to eagerly-waiting viewers. WBAL-TV and NBC proudly present to alert time-buyers an unprecedented opportunity to reach so many people in so many local and far-distant areas—not only the big Baltimore buying public, but all of Maryland, Delaware, and into Pennsylvania, Virginia and West Virginia. WBAL-TV'S NEW FALL PROGRAMMING and WBAL-TV'S NEW TOWER mean expanding coverage and expanding sales! WBAL-TV HAS GREATER SELLING-POWER THAN EVER *NOW*

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NEVER! BEFORE

RADIO REVENUES UP, PROFITS SLUMP

That's report from FCC on 1958 station-network operations

Radio's 1958 revenues inched up 1% over 1957 to $523.1 million, the FCC reported last week. Profits for am and fm broadcasters, including four national networks and three regional networks, slumped heavily, however, down 31.7% to $37.3 million. Profits are before federal taxes.

The radio networks and their 23 owned stations, had total revenues of $69.4 million, down 5.6%; and a resulting loss item of $3.6 million.

The 3,267 other radio stations showed total revenues of $453.7 million, up 2.1%, with profits at $40.9 million, down 25.1%.

Combined radio-tv total broadcast revenues for 1958 was $1.6 billion, up 6.3% from 1957's totals, with profits at $209.2 million, down 2.5%. The television figures were reported last month (BROADCASTING, Aug. 17).

Radio time sales revenues were as follows:

From network sales, $46.5 million, down 8%; from national and regional sponsors, $171.9 million, up 1.4%; from local advertisers and sponsors, $323.2 million, up 2%.

Other highlights of the 1958 radio financial report:

• Of 3,066 am stations operating for the full year, 2,053 reported a profit (median profit, $16,000), and 1,013 stations showed a loss (median loss, $15,000).

• The average revenues, expenses and profits of the stations which operated for the full year were $156,393, $140,733 and $15,660 respectively.

• Twenty am stations reported a profit of $500,000 or more; three stations reported losses of $250,000 or over.

• Tables supplied by the FCC showed several interesting relationships—

Where stations reported less than $25,000 in revenues, 26 made a profit and 72 reported a loss.

Where stations reported revenues of $1 million or more, 46 were profitable and only two showed losses.

Of the 173 stations operating in markets with 2 million population or more, 136 reported a profit, 37 a loss. In markets of 1 to 2 million population, 51 reported a profit, 23 a loss. In cities with less than 2,500 population, 82 reported a profit and 44 a loss.

• The average revenue for the 173 stations in markets with 2 million or more population was $657,183. Average expenses were $528,706 and profit, $128,477.

There were 625 stations in markets with populations of 10,000 to 25,000, the most of any grouping. Average for these stations was—revenues, $90,249; expenses, $83,972; profit, $6,277.

The average 50 kw unlimited clear channel station took in $1,133,014 in revenues, spent $920,881 on expenses and made a profit of $212,133.

The average full time local station (895 of them) took in $94,433 in revenues, spent $88,755 on expenses and was left with a profit of $5,678.

Overall, the 3,066 stations which operated for the whole year in 1958 took in on an average $156,393 in revenues, spent $140,733 in expenses, and was left with a profit of $15,660.

• Of the 93 independent fm stations, 68 reported losses. Total revenues of the 93 were $2.5 million; expenses, $3.2 million, with a resultant loss of $700,000 overall.

• There were 3,296 am radio stations operating in 1,806 metropolitan areas and other communities. There was only one radio station in 1,287 markets; two outlets in 271 markets.

• Investment in tangible property by the radio networks and stations totaled $333.3 million in original costs and $168 million at depreciated values.

• The radio industry employed 48,812 persons, of which 9,185 were parttime. Networks and their owned stations accounted for 2,773 employes, of which 49 were parttime.

▶ Radio and tv comparisons

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES 1957-1958 ($ Millions)

Service	1958	1957	Percent Increase or (Decrease) in 1958
	Total Broadcast Revenues		
Radio	$ 523.1	$ 517.9	1.0
Television	1,030.0	943.2	9.2
Industry Total	$1,553.1	$1,461.1	6.3
	Total Broadcast Expenses		
Radio	$ 485.8	$ 463.3	4.9
Television	858.1	783.2	9.6
Industry Total	$1,343.9	$1,246.5	7.8
	Broadcast Income (before Federal Income Tax)		
Radio	$ 37.3	$ 54.6	(31.7)
Television	171.9	160.0	7.4
Industry Total	$ 209.2	$ 214.6	(2.5)

[1] Includes AM and FM broadcasting.

NOTE: 1958 radio data cover the operations of 4 nationwide networks and 3 regional networks, 3,197 AM and AM-FM and 93 independent FM stations. Excluded are 99 AM and AM-FM stations and 18 independent FM stations whose reports were filed too late for tabulation. 1957 data are for the same networks and 3,097 AM and AM-FM and 67 independent FM stations. Excluded are 59 AM and AM-FM stations whose reports were filed too late for tabulation. 1958 TV data cover the operations of 3 networks and 514 stations. 1957 TV data cover the operations of 3 networks and 501 stations.

▶ Breaking down profit & loss

BROADCAST REVENUES, EXPENSES, AND INCOME OF RADIO BROADCAST SERVICES 1957-1958 ($ Millions)

Item	1958	1957	Percent Increase or (Decrease) 1958
	Total Broadcast Revenues		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 69.4	$ 73.5	(5.6)
Other radio stations[2]	453.7	444.4	2.1
Total	$ 523.1	$ 517.9	1.0
	Total Broadcast Expenses		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	$ 73.0	$ 73.5	(0.7)
Other radio stations[2]	412.8	389.8	5.9
Total	$ 485.8	$ 463.3	4.9
	Broadcast Income (before Federal income tax)		
4 Nationwide networks and 3 regional networks (including owned and operated stations)[1]	($3.6)	$ .0	—
Other radio stations[2]	40.9	54.6	(25.1)
Total	$ 37.3	$ 54.6	(31.7)

[1] Includes 21 network owned stations in 1957 and 23 in 1958.
[2] Includes 3,143 AM, AM-FM and Independent FM stations in 1957 and 3,267 in 1958.

▶ Trend: networks and stations

COMPARATIVE FINANCIAL DATA OF AM RADIO NETWORKS AND STATIONS
1957-1958
($ Thousands)

Item	Amount 1958	Percent of Increase (Decrease)
Number of networks	7[1]	
Number of stations	3,197[2]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 42,786	(8.7)
b. Regional networks	2,861	(1.6)
c. Miscellaneous networks and stations	872	8.7
Total	46,519	(8.0)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	171,939	1.4
b. Local advertisers and sponsors	323,207	2.0
Total revenues from non-network time sales	495,146	1.8
Total revenues from time sales	541,665	0.9
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	59,620	(2.7)
Net revenues from time sales	482,045	1.2
B. Revenues from incidental broadcast activities:		
Talent	24,727	(0.4)
Sundry broadcast revenues	13,825	(5.9)
Total revenues from incidental broadcast activities	38,552	(2.4)
Total broadcast revenues	520,597	0.9
C. Total broadcast expenses of networks and stations	482,607	4.7
D. Broadcast income (or loss) before Federal income tax	$ 37,990	(31.0)

[1] Includes 3 regional networks—the Yankee Network, Inc., The Don Lee Broadcasting System and the Texas State Network, Inc.
[2] 3,097 stations reported in 1957.
Note: Excludes 93 independently operated FM stations.

▶ How stations fared

COMPARATIVE FINANCIAL DATA OF AM RADIO STATIONS
1957-1958
($ Thousands)

Item	Amount 1958	Percent of Increase (Decrease)
Number of stations	3,174[1]	
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 8,599	(18.2)
b. Regional networks	1,896	(8.6)
c. Miscellaneous networks and stations	872	8.7
Total	11,367	(15.1)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	149,676	2.2
b. Local advertisers and sponsors	311,756[2]	2.2
Total revenues from non-network times sales	461,432	2.2
Total revenues from time sales	472,799	1.7
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	46,219	(2.2)
Net revenues from time sales	426,580	2.1
B. Revenues from incidental broadcast activities:		
Talent	13,220	1.5
Sundry broadcast revenues	11,439	(1.6)
Total revenues from incidental broadcast activities	24,659	
Total broadcast revenues	[1]451,239	2.0
C. Total broadcast expenses of station	409,618	5.8
D. Broadcast Income (or loss) before Federal income tax	$ 41,621	(24.5)

Note: Excludes 93 independently operated FM stations.
[1] 3,076 stations reported in 1957.
[2] Some small amount of network and national non-network times sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.

See Page 533 In E.E.M.
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▶ How networks fared

COMPARATIVE FINANCIAL DATA OF AM RADIO NATIONWIDE AND REGIONAL NETWORKS AND THEIR OWNED AND OPERATED STATIONS
1957-1958
($ Thousands)

Number of networks	7
Number of stations	23[1]

Item	Amount 1958	Percent of Increase (Decrease)
A. Revenues from the sale of time:		
1. Network time sales:		
a. Nationwide networks	$ 34,187	(8.7)
b. Regional networks	965	16.0
c. Miscellaneous networks and stations..		
Total	35,152	(8.2)
2. Non-network time sales:		
a. National and regional advertisers and sponsors	22,263	(3.3)
b. Local advertisers and sponsors	11,451	1.1
Total revenues from non-network. time sales	33,714	(1.9)
Total revenues from time sales..	68,866	5.2
3. Deduct—Commissions to regularly established agencies, representatives brokers and others	13,401[2]	(4.3)
Net revenues from times sales..	55,465	(5.4)
B. Revenues from incidental broadcast activities:		
Talent	11,507	(2.5)
Sundry broadcast revenues	2,386	(21.9)
Total revenues from incidental.. broadcast activities	13,893	(6.5)
Total broadcast revenues	69,358	(5.6)
C. Total broadcast expenses of networks and stations	72,989	(0.8)
D. Broadcast income (or loss) before Federal income tax	($3,631)	

[1] Includes the operations of 21 network owned stations in 1957.
[2] Of this amount $6,444,264 is applicable to the total sale of network time.

More financial figures next week

The lists of selected revenue items and broadcast revenues, expenses and income of individual stations in metropolitan areas and communities not in metropolitan areas will be published in the next issue of BROADCASTING, that of Oct. 5.

▶ The expense breakdown

BROADCAST EXPENSES OF 7 NETWORKS AND 3,197 AM STATIONS[1]

Type of Expense (1)	1958 Networks and Their Owned and Operated Stations (2)	Other Stations (3)	Total (4)
Number of networks	7		7
Number of stations	23	3,174	3,197
		($ Thousands)	
Technical	$ 9,011	$ 57,637	$ 66,648
Program	40,720	123,590	164,310
Selling	10,245	76,179	86,424
General and Administration	13,013	152,212	165,225
Total Broadcast Expenses	$72,989	$409,618	$482,607

[1] Includes 4 nationwide networks and 3 regional networks and their 23 owned and operated stations.

FLORIDA **$400,000**

Fulltime major market facility. Currently operating profitably but offers a real opportunity for much higher grosses. $120,000 down, balance 10 years at 6 per cent.

NEW ENGLAND **$160,000**

A well established fulltime property in single station market. Gross in excess of $120,000 and consistantly profitable. $45,000 down, $20,000 payable January 15, balance on long terms.

NORTHWEST **$100,000**

Fulltime top network affiliate that has always shown a profit. 29% down, balance on long term payout.

NEGOTIATIONS • FINANCING • APPRAISALS

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Incorporated

RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C.	MIDWEST	SOUTHERN	WEST COAST
James W. Blackburn	H. W. Cassill	Clifford B. Marshall	Colin M. Selph
Jack V. Harvey	William B. Ryan	Stanley Whitaker	Calif. Bank Bldg.
Joseph M. Sitrick	333 N. Michigan Ave.	Healey Building	9441 Wilshire Blvd.
Washington Building	Chicago, Illinois	Atlanta, Georgia	Beverly Hills, Calif.
STerling 3-4341	Financial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED • *The following sale of station interests was announced last week, subject to FCC approval:*

• KGVO Missoula, Mont.: Sold by Mosby's Inc., to KGVO Broadcasters Inc. for $145,000. Buyer is principally owned by Dale G. Moore, general manager and stockholder in KCAP Helena and KBMN Bozeman, both Mont. KGVO is 5 kw on 1290 kc with a CBS affiliation.

• KUEN Wenatchee, Wash.: Sold by Dale R. Wood, Wynn Cannon and William Moeller to Joseph Sample and Miller C. Robertson for $105,000. Mr. Sample is principal owner of KOOK-AM-TV Billings, Mont., and Mr. Robertson is former general manager of KIRO-TV Seattle. Sale was handled by Edwin Tornberg & Co. KUEN is on 900 kc with 500 w day.

APPROVED • *The following transfers of station interests were approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 125).*

• WKNB and WNBC (TV) New Britain, Conn.: Sold by NBC to a subsidiary of Plains Tv Corp., licensee of WICS (TV) Springfield, Ill., and parent com-

ALMOST EVERYBODY IN PROVIDENCE CAME TO WJAR-TV's 10th ANNIVERSARY PARTY!

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pany of WCHU (TV) Champaign, Ill., both uhfs, for $750,000. Sale is conditioned that option rights to buy part of WNBC, held by WWLP (TV) (ch. 22) Springfield, Mass. (a William L. Putnam station), cannot be exercised without FCC consent. Plains is owned 50% by H & E Balaban Corp., which has interests in WTVO (TV) Rockford, Ill. (ch. 39), WBMG (TV) Birmingham, Ala. (ch. 42), WMCN (TV) Grand Rapids, Mich. (ch. 23), WIL St. Louis, KBOX Dallas and WRIT Milwaukee. The other 50% of Plains is owned by Transcontinental Properties Inc. (Herbert Scheftel and Alfred Burger, each 44.8%), which owns WFTV (TV) Duluth, Minn. (ch. 38). FCC denied petition by WHYN-TV Springfield, Mass. (ch. 40) that application be designated for hearing. Comr. Bartley dissented. WNBC is on ch. 30 and is NBC-TV affiliate. WKNB is on 840 kc with 1 kw day.

• WKNB New Britain, Conn.: Sold by Plains Tv Corp. (see foregoing) to Beacon Bcstg. Co. (Sheldon Smerling, president) for $225,000. Comr. Bartley dissented.

• WKDA Nashville, Tenn., and KNOK Ft. Worth, Tex.: Sold by John W. Kluge to Townsend Corp. of America, Short Hills, N. J., and singer Pat Boone for total $1,080,000 ($650,000 for WKDA, $430,000 for KNOK), including $240,000 in consultants fees and agreements not to compete. Townsend's holdings include International Growth Fund (mutual fund) and controlling interest in Resort Airlines. It is making its first entry in broadcasting and is interested in buying other radio-tv properties. Mr. Kluge is chairman and president of Metropolitan Broadcasting Corp. (WNEW-AM-FM-TV New York, WTTG [TV] Washington and WHK-AM-FM Cleveland) and owns 90% of WINE-AM-FM Buffalo, N. Y., and Class B stock (37%) of WLOF-TV Orlando. Comr. Bartley dissented. WDKA is on 1240 kc with 250 w. KNOK is on 970 with 1 kw day.

• WSVA-AM-FM Harrisonburg, Va.: 51% sold by Transcontinent Tv Corp. and Hamilton Shea to *Washington Evening Star* (WMAL-AM-FM-TV Washington) for $700,000 (Mr. Shea will hold 49%). WSVA is 550 kc with 5 kw day, 1 kw night, with NBC affiliation; WSVA-FM is 100.7 mc with 7.2 kw. WSVA-TV is on ch. 3 with 8.2 kw and is affiliated with all three tv networks.

• WEAU-AM-FM Eau Claire, Wis., and WISC-AM-FM Madison, Wis.: Sold by Morgan Murphy-Walter C. Bridges-Ralph Immell group to William E. Walker and associates for total $700,000 ($350,000 each). Mr. Walker owns WBEV Beaver Dam, WOSH Oshkosh and WKTL Sheboygan, all Wisconsin, and WSJM St. Joseph, Mo., and KCLN Clinton, Iowa. WEAU is on 790 kc with 5 kw and is NBC affiliate and WISC is on 1480 kc with 1 kw and is ABC and MBS affiliate. Comr. Bartley dissented.

Oct. 6 date set on Mutual petition

Mutual's petition for reorganization under Chapter 11 of the U.S. Bankruptcy Act will come up for confirmation on Oct. 6 before U.S. Referee Asa Herzog in New York.

The confirmation of the reorganization plan, which has been accepted by Mutual creditors, has been postponed several times, because of claims by the City of New York against MBS for disputed back taxes. Latest delay was directed by Referee Herzog during a hearing on Sept. 18, at which time he set Oct. 6 as the date for hearing arguments for and against New York City's claims.

Morris L. Heath, counsel for the City of New York, told the court that the city would "much prefer settling this situation through its own tax appeal facilities. The legalities involved in this dispute go beyond the Mutual network and affect all the broadcasting networks in the city."

Benjamin Weintraub, attorney for MBS, argued, however, that "certain legalities" involving assessments and activities on which the city's tax claim is based "merit full hearing before the court."

Referee Herzog, in a related action, issued an injunction, enjoining the Dominican Republic from continuing MBS in a $750,000 recovery suit now pending in the Federal court in Washington, D.C. Referee Herzog, acting on a motion by Mutual, transferred the Dominican claim to his court, and set Oct. 22 as the date on which he will conduct a trial to determine if the Dominican government has a valid claim against the radio network.

Country dj's to meet

WSM Nashville's eighth annual country music disc jockey festival will be held at Andrew Jackson Hotel, Nashville, Nov. 13-14, with Tennessee Gov. Buford Ellington as opening speaker. Festival coincides with 34th anniversary of WSM's durable *Grand Ole Opry* and delegates will attend birthday performance. Top names and labels in country music field will participate in convention.

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'60 NAB CONVENTION PLANNING

Same place, same format as last March

The 1960 NAB annual convention will be much like the 1959 convention.

First planning for the industry's meeting, to be held April 3-7, reveals it will resemble the one held last March in these respects:

- It will be held at the Conrad Hilton Hotel, Chicago.
- It will emphasize the participation of top broadcast management.
- The exhibits will center around heavy equipment, with program and service firms occupying entertainment suites.
- The 14th annual Broadcast Engineering Conference will be held concurrently.

The stress on the high executive level and the exhibit format conform with results of a delegate survey conducted by BROADCASTING during the 1959 meeting. This survey showed that nearly three out of four registered delegates represented management (68% top management, 5.6% department heads) and 21% represented delegates to the engineering conference. (See survey results in BROADCASTING, March 23.)

Preliminary planning for the 1960 convention got under way Sept. 22 at a meeting of the NAB Board's Convention Committee, held at the Conrad Hilton. Among its first actions was approval of the programming format introduced at the 1959 convention.

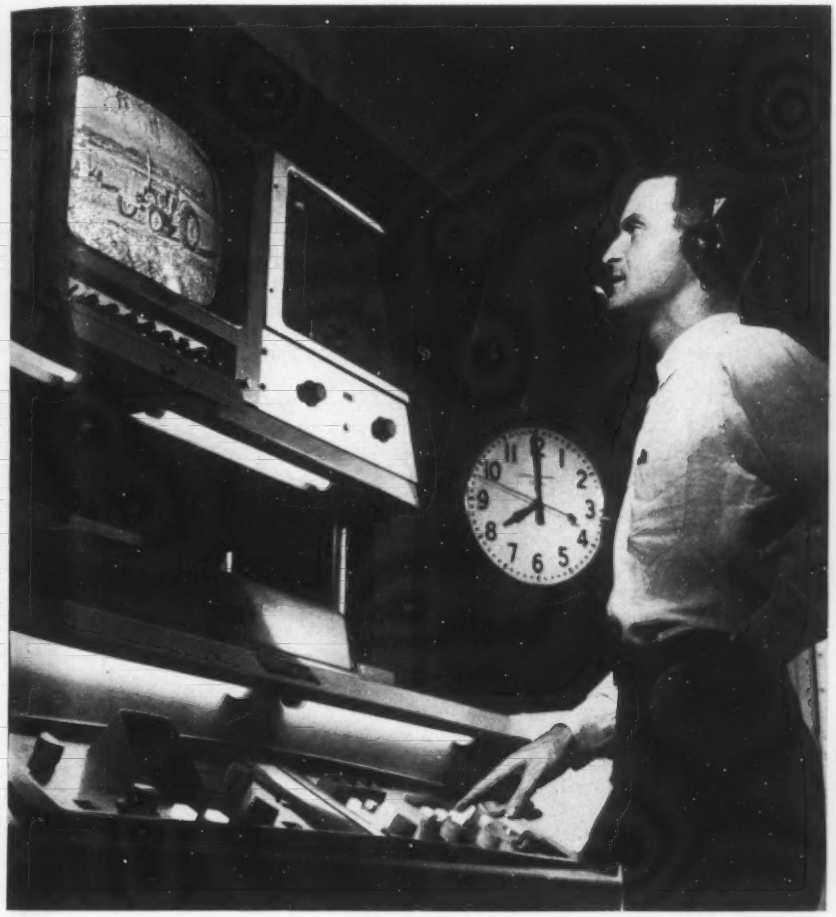
NAB President Harold E. Fellows appointed an Award Subcommittee to recommend the 1960 recipient of the association's Keynote Award for Distinguished Service. The award winner will be keynote speaker. The full NAB board will vote on the subcommittee's recommendation.

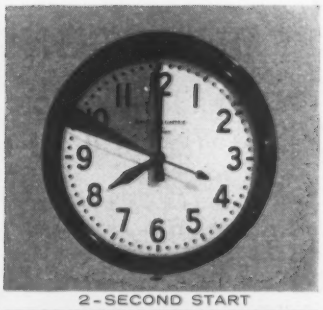
Members of the award group are Dwight W. Martin, WAFB-TV Baton Rouge, La.; G. Richard Shafto, WIS-TV Columbia, S. C.; F. C. Sowell, WLAC Nashville; Payson Hall, Meredith Publishing Co. stations, and Thomas C. Bostic, KIMA Yakima.

Messrs. Bostic and Hall are co-chairmen of the Convention Committee. Other members, besides Messrs. Martin, Shafto and Sowell, are Fred A. Knorr, WKMH Dearborn, Mich.; J. R. Livesay, WLBH Mattoon, Ill.; Robert J. McAndrews, KBIG Hollywood; W. D. Rogers, KDUB-TV Lubbock, Tex., and Willard E. Walbridge, KTRK-TV Houston. All but Mr. Rogers attended the committee meeting.

Representing NAB were President Harold E. Fellows; Thad H. Brown and John F. Meagher, tv and radio vice presidents; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president, and John M. Couric, public relations manager.

Dedication ceremony • The new quarters of WNHC-AM-FM-TV New Haven were dedicated Sept. 11, with the ceremony brought to the public on a special half-hour program simulcast by the three stations. Shown above (l to r): WNHC-TV General Manager Howard W. Maschmeier; Connecticut's Gov. Abraham A. Ribicoff; New Haven's Mayor Richard C. Lee, and WNHC Radio's General Manager Alan Henry. The new radio-tv center is located at 135 College St.





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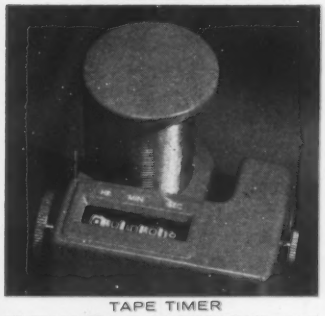
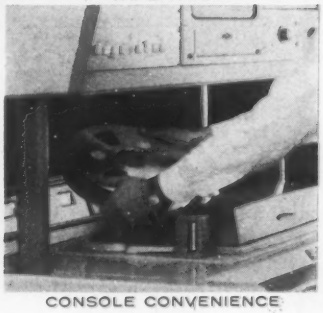


TAPE TIMER



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FM SOUNDS BATTLE CRY

NAFMB war plan calls for wooing listeners, new national ad money to the medium

Fm broadcasters are priming for an all-out battle to prove greater public acceptance and woo many more national advertising dollars.

The battle cry was sounded at the organizational meeting of the National Assn. of Fm Broadcasters in Chicago Sept. 18-19. Representatives of some 100 U.S. stations approved a plan to raise a war chest of at least $250,000 for research, promotion and selling ammunition

Meeting in the Palmer House, they also elected Fred Rabell, KITT (FM) San Diego, as president, plus other officers and directors (see FATES & FORTUNES) and heard spirited speeches from leading agency, audience measurement, client, legal and engineering and trade association leaders.

NAFMB will function as a successor to the short-lived Assn. of Fm Broadcasters, formed at last spring's NAB convention following the demise of Fm Development Assn. AFMB disbanded last July, authorizing its board to organize a broader and more comprehensive association embracing all industry elements, including conventional and background music fm operations. Some members of the NAFMB organizing group are holdovers from the previous AFMB group.

Fund Raising Plans • A protracted and sometimes lively floor discussion characterized the Sept. 19 business session over how best to raise funds for research, promotion, selling and facilities. As finally approved, NAFMB would assess member stations $100 per month (or $1,200 annually) or give them the alternative of contributing at least three spot announcements per day for a specific client advertising campaign engineered by the trade organization. Put simply, this would constitute a method for raising funds generally for NAFMB needs. The proposal is based on anticipated membership of at least 200 stations and is similar to one set up by the old AFMB and employed by the Southern California Fm Broadcasters Assn.

Inherent in the spot-or-contribution concept, it was learned, is a tentative commitment whereby the complete lineup of NAFMB-member stations may be delivered to a national advertiser on the basis of a persuasive selling presentation. A few fm broadcasters balked at the plan, but members generally favored it in principle. Dissidents cited company policy, cost factors, the principle of "barter" (time or money) and lack of time availabilities for announcements.

By virtue of their attendance and registration at the initial meeting, NAFMB already claims some 100 members, for which a dues structure also was outlined. Fm broadcasters will pay 25% of their hourly rate or six times their one-minute, one-time rate (with a minimum of $10 and maximum of $25 per month). For multiple ownership groups, a 50% discount would be allowed for second, third and other stations. Associate members would be assessed $300 and educational stations $50 per annum.

Fm's Pr • Other recommendations receiving favorable attention were recommended by C. Peter Davis, executive vice president of Public Policy Assoc., New York. He discussed "How a National Public Relations and Promotion Campaign Can Help Sell the Fm Broadcasting Industry to the Public and Advertisers." He suggested an immediate start on the two foremost projects: "research to get the facts" and promotion to (1) "tell the fm story to decision makers nationally" and (2) "provide the information to help fm members sell more effective locally."

Committees have been appointed for soliciting and gaining new members and studying multiplexing developments. The new NAFMB board approved any moves to "remove the onerous" connotation of background music, noting this has become a "public relations and political issue." Plans for incorporating NAFMB in New York and maintaining headquarters at One Park Ave., New York, also were approved.

Among other speakers during the two-day organization meeting were Oscar Reed Jr., chief engineer, broadcast division, Jansky & Bailey, and Edward F. Kenehan, Wollenberg & Kenehan, both Washington, D.C., covering legal and engineering aspects of fm; Arno Johnson, vice president-marketing, J. Walter Thompson Co.; E. L. Jones, consumer advertising manager, Hamilton Watch Co.; William Clay, account executive, N. W. Ayer & Son; NAB President Harold E. Fellows and Arthur Bellaire, vice president in charge of radio-tv copy at BBDO (AT DEADLINE, Sept. 21).

No NAB Conflict • In response to Mr. Fellows' talk NAFMB officers emphasized the new organization would in no way conflict with, or duplicate the service of, the NAB, which it hopes to complement.

Mr. Johnson felt fm stereo and high fidelity are "increasing manifestations" of the trend toward greater appreciation of and participation in music as part of a better standard of living.

• Media notes

To MBS • KIOA Des Moines, Iowa, today (Sept. 28) affiliates with Mutual Broadcasting System. Prior to joining network, KIOA provided it with on-the-scene coverage of Nikita Khrushchev's visit to the states. The 10 kw station on 940 kc is owned by Public Radio Corp. Lester Kamin is president and Jim Dowell is vice president and general manager.

Approves plan • The board of directors of American Broadcasting - Paramount Theatres Inc. (Sept. 21) approved a stock option plan for key executives and employes. The restricted plan will be submitted to stockholders for approval at a special meeting on Nov. 24.

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AIR EXPRESS

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MORE AM'S ON CLASS 1-A CHANNELS

Comments asked on proposed rulemaking on 23 clears

The FCC last week took a definite step toward a radical change in a 35-year-old concept of how best to provide nighttime broadcast service to the most people.

Comments were invited on proposed rulemaking to add Class II unlimited stations on 23 of the 25 Class I-A clear channels (see box, next page). The new stations would be required to directionalize their nightime signals to protect existing dominant stations and would be situated in specified geographical areas at least 1,250 miles away.

The FCC also, while confessing a skeptical attitude, asked for comments on proposals to increase the maximum authorized power for clear channel stations above the present 50 kw.

At the same time, the Commission disposed of the companion daytime skywave proceeding, begun in May 1947, by adopting substantially a proposed report issued in March 1954 (BROADCASTING, March 15, 1954). The new rules, effective Oct. 30, are designed to protect Class I stations from excessive interference during the hours immediately preceding sunrise and sunset.

Clear channel reservations were made at the very beginning of voice transmissions because of the differences in the way radio signals are transmitted through the atmosphere. By day, the signals travel by groundwave and are limited to relatively short distances. By night, the signals bounce off the earth's ionisphere through skywave propagation and travel great distances on an erratic and unpredictable course.

The outermost range of groundwave signals is approximately 100 miles. Nighttime skywave signals, however, can and do travel in excess of 1,000 miles from a station's transmitter. These differences made it imperative for the FCC to establish different daytime and nighttime allocation rules or utter chaos would develop through mutual interference.

Class I-A and I-B stations, then, were established on clear channels (with strict nighttime protection to the clears) to provide service to sparsely-populated areas. Class II stations are either (1) unlimited time outlets operating on clear channels and required to protect the dominant station at night by lower power and directional antennas, or (2) daytime-only stations on clear channels. This type of station must accept resultant interference from the Class I outlet.

There are 25 Class I-A stations with unduplicated nighttime coverage and 34 Class I-B outlets, operating in different areas of the country on 20 clear channels. With this arrangement, the FCC has attempted in the past to offer the best possible nighttime service to all parties in the U. S.

In the spring of 1958, the FCC had proposed to duplicate half of the Class I-A clear channels (BROADCASTING, April 21, 1958). This proposal was junked in July when the Commission announced that it had instructed its staff to prepare the new rulemaking released last week (BROADCASTING, July 27).

Minimum of 10 kw • The 23 new stations to be added to the clear channels would be Class II, unlimited, operating with a minimum of 10 kw. They would be situated in specific states, named by the Commission, where there presently is little or no nighttime service.

The only Class I-A frequencies left untouched by the Commission rulemaking are 660 kc and 770 kc, both of which already are occupied by two stations. WNBC New York and KFAR Fairbanks, Alaska, are on the 660 kc while WABC New York and KOB Albuquerque, N. M., occupy 770 kc. Also undisturbed by the order are the 34 U. S. stations operating on the 20 Class I-B clear channels.

"The basic question to be resolved . . . is what changes, if any, should be made in the use of the clear channels of the standard broadcast band . . ." to realize the widest possible service, the FCC said.

Skywave service now provided by clears is the only nighttime signal now available to approximately 26.5 million persons in an area covering half of the U. S., the FCC said.

Basic Problem • A fundamental conflict, the FCC pointed out, lies in efforts to sustain or increase the service of Class I stations and at the same time increase the number of outlets permitted on these channels. The Commission said it received 104 comments and replies to its April 1958 proposal which showed that there indeed would be more stations but also a substantial reduction in existing groundwave and skywave service resulting in new "white areas" (no service at all).

A substantial number of counter-proposals were made, the Commission noted, but all failed to accomplish any

Harris sounds Sec. 315 warning

There is a "strong undercurrent of distrust of broadcasters . . ." in the area of political broadcasting among many members of Congress, Rep. Oren Harris (D-Ark.) last week warned the Louisiana Assn. of Broadcasters meeting in Monroe (also see story page 80).

The House Commerce Committee chairman said that it is necessary for the industry "to fully realize the strength of this feeling and the great need which exists for efforts to change such feeling. All members of Congress, and particularly our committee, will watch carefully how broadcasters perform under this recently enacted amendment [S 2424 (BROADCASTING, Sept. 7)] to the political broadcasting section."

Rep. Harris said the new law clarifies the equal time issue and gives the FCC and broadcasters a clear guide to follow. He pointed out that during floor debate on the bill questions were raised on station endorsement of a candidate and that the Commerce Committee will study this problem. "It not only involves highly sensitive problems and difficult questions of political practices under our system, but constitutional guarantees of free speech on which we must not transgress."

Busy 1960 Schedule • The Arkansas Democrat outlined a heavy schedule of radio-tv legislation which his committee will consider when Congress reconvenes in January. First, he said, will be hearings on two reform bills—HR 4800 and HR 6774. The first bill was introduced by Rep. Harris following disclosures of his Legislative Oversight Subcommittee and the second is a proposal of the American Bar Assn.

"Another highly important problem our committee has given attention to in your field is the efficient utilization of the spectrum," Rep. Harris told the Louisiana broadcasters. "In my opinion, it is a sad state for this great natural resource to be utilized in such a

substantial increase in groundwave service to white areas. "Accordingly, it appears desirable in light of the comments to secure additional data in response to a further notice before proceeding toward a conclusion of the proceeding," the FCC said.

The FCC noted that its earlier rulemaking did not ask for comments on possible power increases for clear channel stations but that seevral were received anyway. "While the Commission is not persuaded, on the basis of the present record, that the authorization of higher power would be in the public interest, we defer final decision on the proposals . . . until we have an opportunity to review the entire question in the light of updated comments and data," the agency said.

The many variables affecting skywave propagation offset to an extent the arguments for higher powers, the Commission said. Also, it was pointed out, there are severe limits on the possibilities of reducing white areas by creating new groundwave coverage.

All six commissioners participating were in agreement with the rulemaking proceeding. The seventh, Comr. T. A. M. Craven, is in Europe.

Skywave Proceedings • The lengthy skywave propagation books were closed with several amendments to the Commission's rules. They recognize the established fact that signals do not suddenly begin bouncing off the ionisphere at sundown and then return to groundwave transmissions immediately after sunrise. Essentially, the new rules:

(1) Lift the freeze on Class II daytime applications on several clear channels (1500, 1510, 1520, 1530, 1540 and 1560 kcs).

(2) Maintain the freeze on other clear channels because of the relation to the above rulemaking.

(3) Spell out permissible radiation curves to protect Class I clear channel stations from objectionable interference of future Class II daytime or limited time stations operating on those channels. This requirement is applicable only to future stations and changes in existing stations and has no effect on existing outlets. The new stations would be required to protect the dominant station's signal two hours preceding sunset and sunrise.

(4) Outlaw future limited time authorizations.

The skywave rules under which the Commission now is operating were adopted in 1938-39. The FCC noted its objectives in applying the new rules are to provide some service to all listeners; provide as many services to as many listeners as possible, and to provide local service to as many listeners as possible.

The FCC found that co-channel skywave interference during transitional hours is of a significant amount and hence many Class II stations can cause interference during these hours to the dominant station. Interference on adjacent channels is so slight as to cause no problem, the Commission said.

After Sunset in East • In affirming a majority of its 1954 report, the Commission reversed one tentative decision and will allow Class II stations to continue to operate until local sunset at the city of the dominant Class I outlet when the latter is located west of the Class II station. However, the Commission said, it will make no more authorizations of this type.

In a concurring statement, Comr. Robert E. Lee said that the same restrictions on interference applied to Class II stations also should be made applicable to Class I outlets. He said rules should not be construed to permit one class of station to cause interference that another class of station is prevented from causing.

The FCC pattern for 1-A duplications

The FCC proposal would duplicate these Class 1-A stations in the following states:

Freq'cy	Existing Station	Location of New Station
640kc	KFI Los Angeles	Penna., Maryland, Virginia or West Virginia
650kc	WSM Nashville	Montana
670kc	WMAQ Chicago	Idaho
700kc	WLW Cincinnati	Utah
720kc	WGN Chicago	Nevada
750kc	WSB Atlanta	Arizona
760kc	WJR Detroit	Idaho
780kc	WBBM Chicago	Nevada
820kc	WBAP Fort Worth-WFAA Dallas	Washington
830kc	WCCO Minneapolis	California
840kc	WHAS Louisville	Alaska
870kc	WWL New Orleans	Oregon
880kc	WCBS New York	North or South Dakota or Nebraska
890kc	WLS Chicago	Utah
1020kc	KDKA Pittsburgh	New Mexico
1030kc	WBZ Boston	Montana or Wyoming
1040kc	WHO Des Moines	Oregon or Washington
1100kc	KYW Cleveland	Colorado
1120kc	KMOX St. Louis	California or Oregon
1150kc	KSL Salt Lake City	North or South Carolina
1180kc	WHAM Rochester	Wyoming
1200kc	WOAI San Antonio	New York, Vermont, New Hampshire or Maine
1210kc	WCAU Philadelphia	Kansas, Nebraska or Oklahoma

No additional assignments would be made on the two remaining Class 1-A clear channels—660 and 770kc. WNBC New York and KFAR Fairbanks, Alaska, now share 660 kc while WABC New York and KOB Albuquerque are on 770 kc. Until recently, 1030 kc was considered a 1-B channel, with KOB officially assigned that frequency although the Albuquerque station has been operating on 770 kc for several years.

slip-shod fashion. It is a commentary on our administrative procedures."

He noted that the House authorized $150,000 for a study by the Commerce Committee. "Due to the failure to obtain cooperation from those having to do with this subject—and especially the White House and the military—little progress has been made," Rep. Harris said. Early 1960 hearings are planned by the committee on HR 8426 (creating an independent agency to allocate frequency space), introduced following a June panel on the spectrum.

Rep. Harris said that hearings also would be held on the daytime broadcasting problem (AT DEADLINE, Sept. 14), catv and vhf boosters and the protest provisions of the Communications Act.

An advocate of sports antitrust exemptions and an outspoken foe of pay tv, Rep. Harris called the broadcasters' attention to several bills pending in the House Judiciary Committee exempting team sports from antitrust laws (BROADCASTING, Sept. 7). He said radio-tv coverage of baseball and football figures importantly in the plans of promoters of pay tv. "Thus, it is important to watch carefully developments in these fields so that there will not be opportunity for some promoters or schemers to take advantage of the American public and to deprive them of some of the most accepted programs viewed on the television screen," Rep. Harris warned.

The congressman asked broadcasters to study the radio-tv legislation before his committee so that industry spokesmen can present their views early next year.

Zeckendorf petitions to intervene in suit

William Zeckendorf, potential owner of WJAR-AM-TV Providence, R.I., last week petitioned the Rhode Island courts for the right to intervene in a court suit on the proposed sale of the stations to Mr. Zeckendorf.

The WJAR-AM-TV buy is part of a

$12 million purchase of the Outlet Co. (department store), which owns the broadcast properties. Joseph A. Sinclair, grandson of the founder of the Outlet Co. and WJAR executive, has blocked the sale in the courts on the ground there was an offer topping the $120-per-share bid of Mr. Zeckendorf (BROADCASTING, July 27).

With his petition to intervene (a similar move was denied earlier by the court) as a party in interest, Mr. Zeckendorf increased his offer to $125 per share for the 55,230 shares he proposes to buy. A hearing on the Zeckendorf petition is scheduled for today (Monday) in Providence.

A lower court issued an injunction stopping the sale last March on the grounds trustees of the stock probably failed to obtain the top price and also because of a conflict of interest involvement by one of the trustees, the Industrial National Bank. The state Supreme Court upheld the injunction last July.

Some of the stockholders had agreed to accept the $120 per share price and had deposited their stock with the bank. However Mr. Zeckendorf has included all stockholders in his increased offer.

No v's wanted

Two Pennsylvania uhf television outlets last week supported the proposal by WLYH-TV Lebanon, Pa. (ch. 15) (Triangle Publications) to make central Pennsylvania all-uhf by deleting ch. 8 at Lancaster (occupied by WGAL-TV). WSBA-TV York (ch. 43) said WGAL-TV should be assigned ch. 21, for which WLAN-TV Lancaster holds a construction permit, and that ch. 37 could be added there. WLAN-TV said ch. 8 can be deleted and a uhf added without shifting WGAL-TV to ch. 21.

NEW IDEA FOR TV STANDARDS

Boese, FCC engineer, recommends revision of Commission's position; reception cool

An all-encompassing proposal to review television's standards from stem to stern has been submitted to the FCC by one of its top engineering aides.

William C. Boese, who is chief of the "scientific" group within the Office of the FCC's Chief Engineer, has submitted the extensive proposal for "A New Look at the Television Problem."

The basis for his approach is that (1) television standards are 20 years old and (2) modern developments in engineering as well as in information transmission have virtually made obsolete present tv standards.

His viewpoint is that it might be good strategy to begin with color tv and if successful in producing a new and superior service, use the uhf band to "motivate" the public to buy uhf receiving equipment.

The study should be undertaken, Mr. Boese recommends, by an outside research organization—but underwritten by the government.

Mr. Boese's Proposal • The document was submitted to the FCC two weeks ago. The Commission has not discussed the suggestions yet.

They were neither requested by a commissioner, nor sponsored by any official. The report was considered to be that of Mr. Boese alone, although he credits various members of his staff and colleagues with aid in preparing the document.

Extreme doubt was expressed by some Commission sources that the FCC would do anything with it. One viewpoint is that it conflicts too radically with what the FCC is now trying to accomplish in the field of tv allocations.

These are (1) drop in more vhf channels in so-called critical areas even though the minimum mileage separations must be compromised, and (2) persuade the military to give up some of its vhf space in return for uhf bands so the Commission may extend the present 12-channel vhf television band to about 35 contiguous channels.

A study group of FCC and Office of Civilian & Defense Mobilization technicians have been working on this since early in the summer.

No commissioner have evinced any interest in the proposals, it was ascertained. Actually, the only FCC commissioner who has expressed the belief television should be moved to uhf is Comr. Robert E. Lee.

The Allen Report • This is the second engineering proposal submitted for the FCC's consideration that leans toward moving tv to the uhf. Last May, Chief Engineer Edward W. Allen Jr. submitted an engineering report on the virtues of uhf which was considered by the FCC but never acted upon (CLOSED CIRCUIT, May 25).

It was observed that Mr. Allen merely "noted" the Boese document; he did not sign it as "approved."

Mr. Boese is chief of the Technical Research Division of the Chief Engineer's office. He joined the FCC in 1937 as a radio inspector, later became a member of the Washington engineering staff. During World War II, he attained the rank of Colonel in the Army's Signal Corps. From 1956 to 1958, Mr. Boese was a senior staff engineer with the Johns Hopkins Applied Physics Lab. in Baltimore.

Old Standards • The essence of Mr. Boese's report is that tv standards are 20 years old and it is time for a "new look" at television.

The direction in which the look is directed is obviously toward the 470-890 mc uhf band.

The eyes should be, Mr. Boese recommends, those belonging to the government—or at least under government supervision and financial support.

The document, marked "limited distribution" (an FCC term meaning it is not for publication), runs more than 30 pages of single-spaced typed lines. It is divided into 22 sections, beginning with an introduction and ending with acknowledgments—mainly staff members of Mr. Boese's own office, plus colleagues in the Office of the Chief Engineer.

In his introduction, Mr. Boese sets

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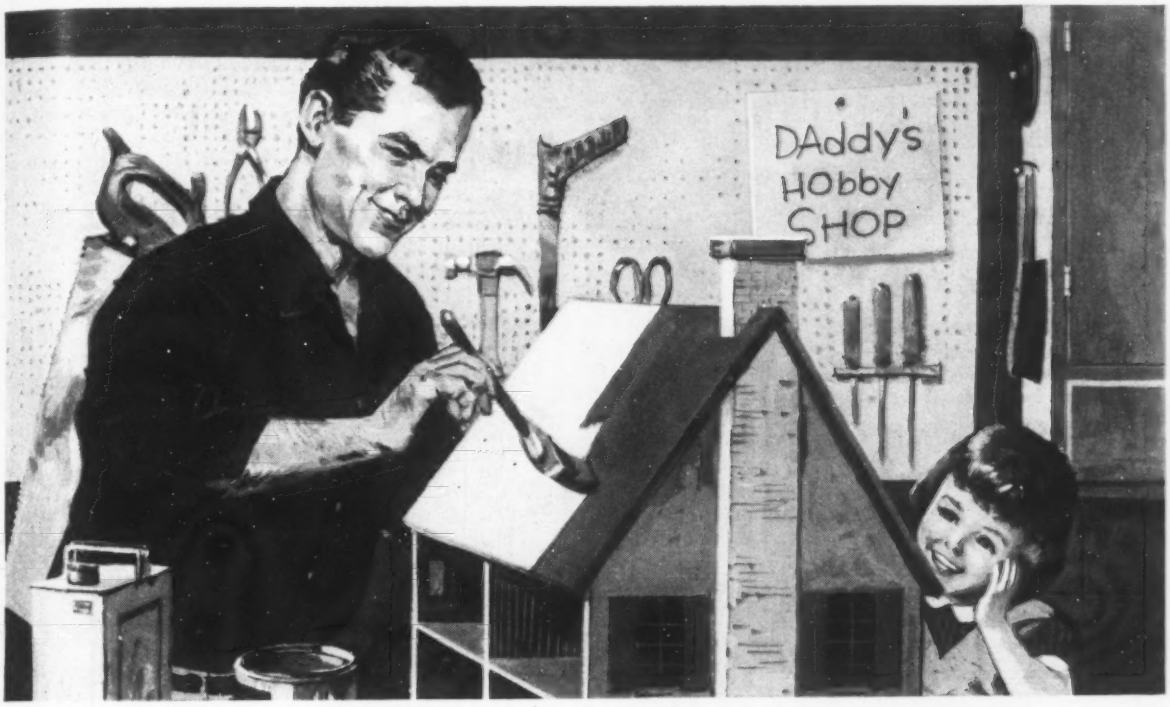

How to manage your emotions...

and lead a healthier, happier life

All of us have emotional upsets now and then. Fortunately, most of us—like the man above—have hobbies or other recreations that ease our tensions . . . and divert our minds from the things that cause us to be worried or tense.

Some people, however, are more or less constantly bothered by anxiety, vague fears and other disturbing feelings. They don't face their problems—big or little—openly and realistically.

Persistent, unresolved emotional conflicts keep many of us from being as happy and as healthy as we should be. That's because your mind and your body are inseparably linked. Whatever affects one affects the other.

Unless we deal with our emotional conflicts intelligently, they bear down on our spirits, drain away energy, and may cause many physical symptoms or bodily disorders. These include heart palpitations, digestive upsets, joint and muscular pains and chronic fatigue. In addition, high blood pressure, ulcers, and some allergies are often of emotional origin.

In fact, a large percentage of all the people who go to doctors have ailments brought on or made worse by prolonged or severe emotional turmoil. So doctors are more alert than ever before to the role of the emotions in all illnesses.

Treatment of illnesses which emotions play a major part takes time and skill. The doctor needs to know many details about the lives of his patients—especially their emotional responses to problems which cause little trouble for most of us.

With this knowledge, he can often help patients recognize those fears and worries which are wholly or partly responsible for their illness. And he can often help his patients learn new ways of looking at and handling problems that might keep them tense, unhappy and ill.

Should you ever become overburdened by emotional troubles, remember it's not wise to keep them "bottled up." Discuss them with your doctor. He, or a psychiatrist or clinic recommended by him, may very well get to the root of your troubles and restore you to better mental health—that wonderful feeling of being on good terms with yourself and your life.

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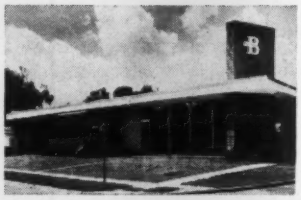
Financial 6-7100 • A. M. Quarles, General Manager

Burroughs Corp. Picks Jacksonville



Burroughs Corporation has picked Jacksonville for their modern, new sales and service headquarters for north Florida and south Georgia. The formal opening of this new building will also mark Burroughs' 50th anniversary in Jacksonville. Burroughs' new headquarters is a welcome addition to the rapidly expanding north Florida economy and Jacksonville looks with pride to Burroughs' faith in the State of Florida's Gateway City.

AND JACKSONVILLE PICKS WFGA-TV
NBC and ABC Programming.
Represented nationally by Peters, Griffin, Woodward, Inc.

(Ninth of a Series)

WFGA – TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

out the problem—and also suggests a strategy. This is that if color tv can be upgraded to a superior and in a sense a new service (through revision of standards and the use of new theories on color comprehension) and relocated in the uhf without regard to compatibility, the public might surge toward color receivers and thus voluntarily open up the uhf band. The move of black and white tv to uhf would then easily follow.

Abandon Vhf? • Among the advantages cited by Mr. Boese are several that imply serious shoals ahead for present-day vhf tv. One of these is that if the move to uhf is successful it would permit the "ultimate abandonment of vhf tv channels." The other is that if successful there will be "no interference" to the National Defense.

The reference here is considered related to the present FCC conversations with the Office of Civilian & Defense Mobilization seeking an exchange of additional vhf frequencies, now used mainly by the military, for the uhf frequencies now assigned for television.

Mr. Boese's judgment on this "new look" approach is summed up in one paragraph. This reads:

"The 'new look' is not without its disadvantages. A calculated risk is involved together with a faith in scientific progress and the willingness of the general public to support a better technical service. Implied also is the willingness of the program producers and advertisers to produce programs of sufficient interest so that tv will not suffer in comparison with other media of communication. Unfortunately, the tangible results of this program will not be recognized for a substantial period of time. While the difficulty of effectuating other solutions may become greater with the passage of time, the risk involved in this approach may be continuously evaluated without prejudice to another solution."

Discussion Premises • Among the points made by Mr. Boese in his document on why a "new look" is necessary are the following:

- The present 12 vhf channels are not adequate for a national competitive system.
- Uhf stations have not been able to compete effectively with vhf stations.
- A more efficient use of vhf channels would inhibit even the limited success of some uhf stations.
- A transition from vhf to uhf under present standards would require about 10 years, be extremely costly financially to the public and broadcasters, and would be extremely disruptive of the tv service.

Consideration of the tv allocations problem should include features other than that of providing an adequate number of competitive stations, the FCC engineer points out. These other factors, he specifies as: "the adequacy of the received picture (including color), pay television and the possible use of multiple transmitters for efficient coverage."

What's Wrong • There is much fault to be found in present-day television engineering, Mr. Boese declares. Among these are such deficiencies as:

- Excessive amount of station power devoted to the synchronizing signal.
- Inefficient utilization of channel width because of the large amount of redundancy in the picture signal.
- Appreciable distortion in the picture signal because of the use of vestigial sideband transmission.
- Excessive power used for the sound signal.
- Phase distortion effects, especially objectionable in color signals, because of the position of the sound carrier 4.5 mc above the picture carrier.
- Complexity and instability of the color system because of the requirement that it fit within established monochrome standards.
- Outmoded aspect ratio (4:3), established in 1941 to meet primarily motion picture standards which have already been revised.

International Standards • Not the least of the reasons for a review of tv standards, Mr. Boese suggests, is that there is a growing movement toward an international standard. He refers to the common standard recommended recently by the Consultative Committee on International Radio (CCIR)—625 lines, 50 field, with a total band width of 7 or 8 mc.

Some of the recent developments in color and the human eye are related by Mr. Boese in his discussion of the advances in this field. This might involve, he points out, a "new approach to systems design or through a better understanding of color vision." As to this last point, he refers to the recent experiments and theories of Edwin H. Land of the Polaroid Corp. by which color images are formed by projecting two basic images—instead of three as is the practice now.

In talking about wide screen television, Mr. Boese expresses interest in the fact that the motion picture widescreen systems employ aspect ratios of as high as 7:3 (Cinemascope) as well as other values for other widescreen film systems. He also refers to potential developments in picture display devices—electroluminescent panels and flat cathode ray tubes.

Provision should also be made, he recommends, for stereophonic sound.

Multicasting • The possibilities of multicasting or polycasting are also discussed by Mr. Boese. This is the meth-

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BAND-AID Adhesive Bandages

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od, suggested by some engineers, for covering a market area with one regular transmitter and a series of boosters to fill in shadow areas or to extend service to the natural market area, or to cover a community through the use of multiple, low powered transmitters sited so their combined signals envelop the service area.

The intriguing possibilities of current information transmission theory are also discussed by Mr. Boese. These include the various off-shoots of pulse-code modulation and other developments resulting from the knowledge that the human eye and ear do not require complete pictures or words.

In his review of transmission modulation Mr. Bose touches on the increasing use of single sideband modes, fm and pulse modulation.

Other developments to which Mr. Boese alludes include higher powers available in the uhf bands, parametric amplifiers which have reduced receiver noise to virtually zero, the use of space satellites for trans-oceanic relaying, the potential of "high flying" airplanes (Stratovision?) for transcontinental relaying.

35 Channels • Mr. Boese makes a significant point in referring to published statements that 35 channels would provide an adequate, nationwide tv system. This has been estimated by FCC commissioners and others as the target for an all-vhf system, using the present 12 vhf channels and 13 more from government services.

If this is so, Mr. Boese speculates, then the present uhf band could be standardized on a 12-mc channel width. If it were standardized on a 10-mc bandwidth there would be 42 channels.

The use of newer and more efficient modes of transmission, he points out, might even permit the use of a 20-mc channel and still provide 35 channels.

It might be possible, he suggests, that the method of transmission be ascertained by laying a firm requirement, for example, that there be at least five stations in the first 100 markets.

While this review of tv standards is underway, Mr. Boese says, present vhf tv might be continued—but with some limitations. For example, he suggests that power and antenna heights be limited to reduce vhf coverage to that of comparable uhf service.

Government Responsibility • How is this new look to be undertaken? Mr. Boese at this point apparently picks up the recommendations of Dr. Edward Bowles, MIT engineering professor, who almost one year ago submitted special recommendations to the Senate Commerce Committee on the tv allocations problem. The gist of these was that the government should underwrite a special study of what might be done and how.

This is how Mr. Boese sees the study: First there should be a feasibility study. Then the more practical work of design, components, and, possibly, development. And, finally, the establishment of a laboratory system to demonstrate the practicalities.

The first phase, according to Mr. Boese's thinking, should last from a few weeks to a few months and should be undertaken by a group of "experts."

The second phase would be undertaken by an "independent" research organization with a committee of scientists and engineers from industry to advise.

Five Year Process • If after the laboratory demonstration, the new principles seem feasible, the FCC might then issue a formal rule-making proposal after which the industry probably would reinstitute a committee similar to the National Television Systems Committee of 1941-45.

The whole process, Mr. Boese estimates, should take not less than five years.

In his acknowledgments, Mr. Boese expresses his thanks to such fellow workers as Edward Allen, FCC chief engineer; Julian Dixon, Sydney Lines, Arnold Skrivseth, Harry Fine, Wilmar K. Roberts and E. W. Chapin. All are engineers in the Office of the Chief Engineer. Mr. Boese emphasizes, however, that the responsibility for the "synthesis" of the various ideas belongs to himself.

BOSTON CH. 5 Decision in order Stern announces

There was nothing improper about the FCC's April 1957 grant of ch. 5 in Boston to WHDH *(Boston Herald and Traveler)*, Special Hearing Examiner Horace Stern said last week in issuing an initial decision saying there are no grounds for setting aside the tv award.

Judge Stern said nothing in the evidence presented at the court-remanded re-hearing held last February and March shows that WHDH President and Herald-Traveler Publisher Robert B. Choate made any improper overtures during two luncheons he had with former FCC Chairman George C. McConnaughey. Nor does any evidence indicate that Mr. McConnaughey did anything that was improper or even injudicious, the special examiner said.

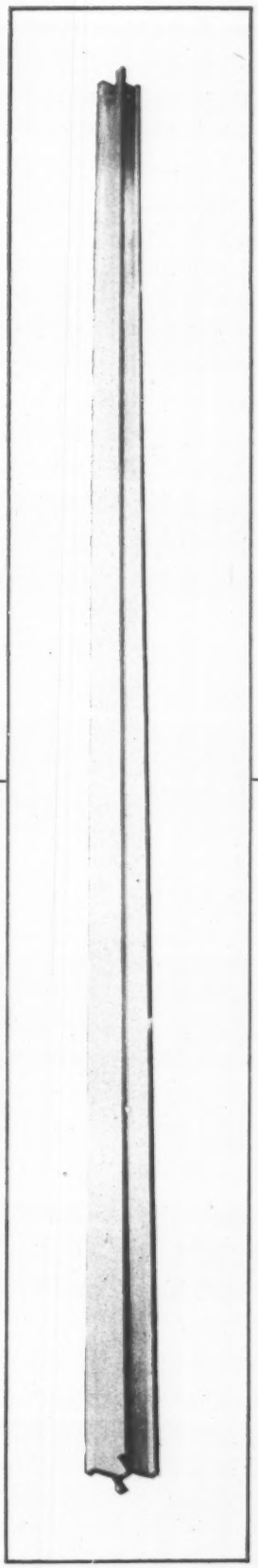
The former Pennsylvania Supreme Court chief justice made it exceedingly clear that he does not feel Messrs. Choate and McConnaughey discussed the merits of the Boston ch. 5 case. And he delivered a homily on how far he thinks the relationship between a judge and those judged (or a commissioner and an applicant before the FCC) can go before it becomes an improper relationship.

Hearings and re-hearings • Judge Stern's recommendation is subject to final action by the Commission. The ch. 5 case was reheard after a remand by the U.S. Court of Appeals, which did not question the FCC's discretion and authority in making the award, but sent the case back on its own motion to look into allegations in testimony before the House Legislative Oversight Subcommittee in 1958 that *ex parte* representations had been made to FCC members during the case's adjudicatory period.

In Boston last week, Mr. Choate said: "The decision of Judge Stern is no more than I expected. We have been given a 100% vote of confidence by the special examiner as to our conduct in the ch. 5 case. For many months while this case was before Judge Stern, we have been subjected to most merciless attacks, to which we could not reply. We shall continue to operate the station with our same high sense of service to the community." (WHDH-TV

FAMOUS MEASURING INSTRUMENTS: 2

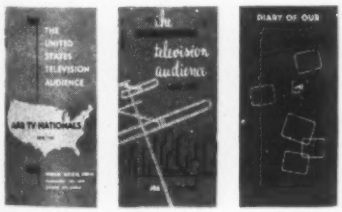
The standard by which others are judged



This meter bar, made of an alloy of 90% platinum and 10% iridium, is the standard that governs all metric measurements of length in the United States. It is Prototype No. 27 of the international standards kept at the International Bureau of Weights and Measures, at Sevres, in France.

An accurate copy of the international standard, compared with it at regular intervals to make sure it is still accurate, this meter bar has engraved on its surface two parallel lines. The distance between them is the primary standard for all metric measurements of length. This meter bar is kept at the United States National Bureau of Standards, in Washington.

There are no such precise gauges in the measurement of mass audiences in television. This is why such measurement is difficult, at best. But American Research Bureau, pioneer in the field, is regarded as the ultimate in precision (within its own rigidly defined limits), offering the most precise measurements possible and reporting them to ARB clients with Accuracy . . . Reliability . . . and Believability.



As a measurement of *all* television viewing to *all* stations (direct, by community antenna or translator station), ARB's family viewing diary is second to none. No other data-gathering device approaches its careful preparation and field testing. But it is not diary measurement *alone* that ensures reliability. It is the manner of application, with its many safeguards against distortion, that sets ARB's validity apart. Skilled interviewer supervision and the experience of many years in handling over 20,000 family viewing records per month have established ARB's diary measurement technique as the utmost in . . .

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or when does sales resistance become resentment?

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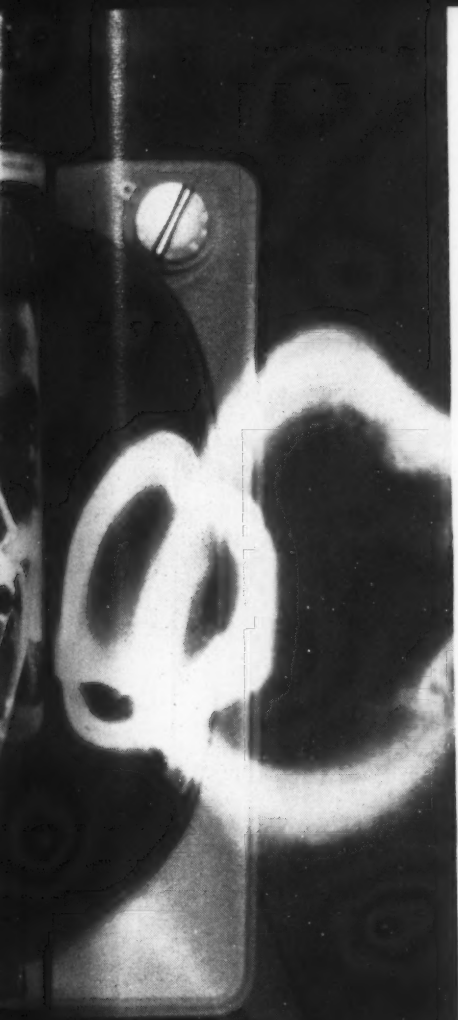
Use black-and-white — or color . . . there's an Eastman Film for every purpose.

For complete information write to:

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Be sure to shoot in COLOR . . .
You'll be glad you did



East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
130 East Randolph Drive, Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, Calif.

or

W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J.; Chicago, Ill.; Hollywood, Calif.

has been on the air since November 1957.)

Judge Stern found that none of the parties in the case (WHDH, Greater Boston Tv Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs) brought any improper influences on any FCC members, except Massachusetts Bay to a "somewhat minor extent"; that neither Mr. McConnaughey nor any other commissioner was guilty of "any indiscretion, impropriety, misconduct, or illegality"; and that no FCC member was rendered unable to participate or vote with freedom and impartiality. Therefore, he said, action should not be taken to set it aside "because of any facts herein found."

Quote the Bard • Quoting Othello from Shakespeare's play, Judge Stern found that Mr. Choate asked Mr. McConnaughey only about procedure, not about merits of the case, and—

> "The very head and front of my offending Hath this extent, no more."

The special examiner said he saw no impropriety in Mr. Choate attempting to talk to Mr. McConnaughey about legislation to prohibit discrimination against newspapers in tv contests and that, even so, "it never ripened into action." He added: ". . . Mere social relations with public officials are not taboo, for they . . . are not required to live in ivory towers." There was no "excessive hospitality," nor anything "secretive or sinister" about the Choate-McConnaughey luncheons, he said.

Judge Stern said Massachusetts Bay Vice President Forrester A. Clark "may have stepped somewhat out of bounds" in naming—in a meeting with Mr. McConnaughey—some of MBT's prominent members.

Inquiries Justified • Not one of the parties had the "slightest claim" upon Mr. McConnaughey, the examiner said, nor was he torn between duty and personal obligation. There is nothing to show he gave any consideration to "any of these visitors" in matters bearing on the award. FCC members who received visits from principals of the *Boston Globe*, which was opposing a grant to WHDH, would have been "utterly discourteous" had they not received the visitors, he said.

Judge Stern said it is plain Mr. McConnaughey telephoned Victor R. Hansen, then the Justice Dept.'s antitrust chief, to ascertain the status of an investigation of charges by the *Globe* against the *Herald-Traveler*, not to obtain facts or legal opinion, and that this was in accordance with recognized and public processes of adjudication.

He said he didn't believe Mr. McConnaughey intentionally made any inaccuracies in reporting Mr. Hansen's statement to the FCC, and that what was important was that Justice didn't intend, at the time, to file a complaint. He said it was not improper for Mr. McConnaughey to make inquiry of Justice on the status of the case, since the Supreme Court has ruled that FCC decisions do not foreclose antitrust actions by Justice. Mr. McConnaughey therefore was justified in asking if antitrust action was imminent and thus possibly avoiding a decision which "might be promptly nullified," Judge Stern said. He found "no basis" for charges that Mr. McConnaughey consulted with the FCC general counsel (then Warren E. Baker) on diversification and antitrust issues involved.

Reply comments made in tv channel shifts

Parties concerned with the FCC's proposed rulemaking to add vhfs in Birmingham and Montgomery, Ala. (BROADCASTING, July 20), filed reply comments last week holding to their positions and pointing out what they consider flaws in other comments.

The *Washington Post* Broadcast Division wants ch. 8 moved from Selma, Ala., to Birmingham so it can apply for the facility there.

Assn. of Maximum Services Telecasters is the only party to agree with the *Post*, holding all other proposals would violate mileage separation requirements. WSM-TV Nashville (ch. 4) also objects to any mileage reductions involving it and a new ch. 4 location.

WTWV (TV) Tupelo, Miss. (ch. 9) wants to operate in Birmingham on ch. 4 and would move its ch. 9 to Columbus, Miss., for WCBI-TV there, shifting WCBI-TV's ch. 4 to Birmingham.

The U. of Georgia wants to shift its WGTV (TV) (ch. 8) from Athens to Atlanta.

WSLA-TV Selma, which has held a permit for ch. 8 since 1954, opposes proposals to shift that channel to Birmingham or Montgomery.

ABC, which wants another vhf in Birmingham for ABC-TV programs, favors ch. 4 to ch. 8 in Birmingham.

WBMG (TV) Birmingham, which holds a permit for ch. 42, favors a shift of ch. 4 from Columbus and wants temporary authority to operate it.

WCOV-TV Montgomery, operating on ch. 20, wants ch. 8 shifted there from Selma so it can compete more effectively against WSFA-TV (ch. 12) there.

WTVY (TV) Dothan, Ala., whose ch. 9 would be replaced by ch. 4 under the proposed rulemaking, objects to any short separations involved and to any vhf in Montgomery which would broadcast into areas covered by WTVY.

CHICAGO PLANS GOP, networks look ahead to convention

Physical space requirements and credentials of radio-tv networks and local stations will be substantially the same for the 1960 Republican National Convention in Chicago as for the 1956 Democratic nominating conclave.

That is the indication given by the executive committee of the GOP National Committee's arrangements group during meetings with media representatives in Chicago, Sept. 17-18. Representatives of radio-tv, press, newreels, periodicals and photographers presented their requirements and inspected convention facilities during the meetings.

Total radio-tv industry credentials required for the GOP convention are 2,394, covering seats, platform, floor, radio booths, tv film and photo stands, podium photo stand and others. Among networks, it was reported, CBS will maintain about the same setup (housing and personnel) as in 1956, with NBC up a bit, and ABC and MBS perhaps less. CBS reported it needs 220 for housing and 212 for personnel, including 20 executives; 80 technicians; 30 correspondents and 40 editors, writers and production-supervisory (non-air) representatives, plus secretarial and other personnel.

Newsmen accompanied committee members on a tour of the International Amphitheatre and also inspected hotel facilities. The national convention will occupy 250,000 square feet (out of grand total of 585,000), with seating capacity of 4,850 on the ground floor of the arena and 7,400 in boxes and the balcony. The amphitheatre is completely air-conditioned.

Installation of permanent coaxial cables and new line installations connecting microwave projectors atop the auditorium will permit 20 simultaneous telecasts (national and local) from the convention. Amphitheatre telephone equipment will be capable of handling 500,000 words an hour.

Ampitheatre facilities will be available, overall, to some 5,000 newspaper reporters, publishers and editors; radio-tv network and station commentators and technicians, and magazines.

Radio booths will be conveniently located to the convention stage, enabling listeners to receive "more intimate coverage" than in past conventions, according to amphitheatre spokesmen. The ampitheatre roof will house two helicopters for use by tv networks and newspictures services. The facilities will be used to shuttle pictures and films to Midway and O'Hare airports for national distribution to tv stations, newspapers and theatres.

Bill limits licenses to former convicts

The last communications bill introduced in the First Session of the 86th Congress places restrictions on the granting of a broadcast license to persons having criminal records. HR 9271, introduced by Rep. Samuel S. Stratton (D-N. Y.), requires each applicant for a broadcast license to state whether he has a criminal record.

When an applicant has such a record, the bill states, "the Commission shall not grant the permit or application applied for unless it first makes a specific finding that notwithstanding such criminal record or records the public interest, convenience and necessity will be served by granting such permit or license." The bill was referred to the House Commerce Committee and it, along with over 150 other broadcasting measures, will be pending consideration when Congress returns in January.

'Telenet' service idea broached to FCC

Commercial Communications Co. last week asked the FCC for authority to establish a nationwide private communications system in competition with AT&T and Western Union. The company, owned by John K. Patterson of El Cerrito, Calif., would offer a teletypewriter network service to business firms and government at "a low cost comparable with first class mail."

Mr. Patterson said his proposed "telenet" would link all the major U. S. cities. Subscribers would rent teletypewriter equipment with a nine-hour daily service costing from $195 to $375 per month, plus mileage charges. Rates would be doubled for 24-hour service, the application said. Mr. Patterson estimated there are 100,000 to 500,000 private firms and government agencies which could use his proposed service. Commercial Communications would lease lines from the telephone company.

TelePrompTer Corp. made a similar proposal to the FCC several years ago but was turned down by a 6-1 Commission advisory opinion. TelePromTer proposed to use AT&T facilities to transmit messages within the broadcasting industry. The firm still has not completely given up on the idea, a spokesman said last week.

• Government notes

Coos Bay Tv Final • The FCC adopted a Sept. 2 initial decision by Examiner J.D. Bond and made effective immediately a grant of ch. 11 in Coos Bay, Ore., to Pacific Tv Inc. Comr. Robert T. Bartley dissented. Eugene Tv Inc., owner of Pacific Tv Inc., is licensee of KVAL-TV Eugene, Ore.

Dual Market • KCMC-TV Texarkana, Tex. (ch. 6) was authorized by the FCC last week to move its transmitter to a location about 40 miles from Texarkana and 36 miles from Shreveport, La., to increase its antenna height to 1,590 feet and make other equipment changes. Comrs. Lee and Ford dissented.

WLUK-TV seeks ch. 11 • WLUK-TV Marinette, Wis. (ch. 11), last week asked the FCC to shift ch. 11 to Green Bay for operation by WLUK-TV there, so it can compete more effectively with two vhf outlets in Green Bay. It noted the other vhfs have the advantage of being in a larger market. The move meets all mileage separation requirements, WLUK-TV said.

WQXR loses plea • The protest by WQXR New York against the July 15 grant for WAPC Riverhead, N.Y., to operate on 1570 kc with 1 kw directional daytime only, has been denied by the FCC. The Commission held that the *New York Times'* outlet had not established that it was a party in interest. WQXR, which occupies 1560 kc, claimed even before the grant was made that the new station would interfere with its transmissions. Chairman Doerfer abstained from voting.

Set sales up • Upswing in radio-tv receiver and components sales in the first half of 1959 is shown by the Internal Revenue Service in its release of its figures on manufacturers' excise tax collections for the quarter ending June 30 and for the fiscal year ending June 30.

Collections for radio and tv sets, phonographs, components, etc. for the three months ending June 30, 1959 amounted to $38,994,000 compared with last year's same quarter of $29,046,000. For the fiscal year ending June 30, this year's amount was $152,566,000 compared with last year's $146,422,000.

Tax relief • A bill (HR 8725) relieving stations and networks from the 10% excise tax on intercity private line telephone service was signed by the President Sept. 21. Prior to 1958, leased wire services were exempt from the tax but it was inadvertently applied when technical changes were made last year. The law is retroactive to Jan. 1.

SUCCESS STORIES

One of a series of salutes to successful radio and TV stations across the nation... and to the Northwest Schools graduates who have contributed to their success.

J. M. Baisch, General Manager of WREX-TV, Rockford, Ill.

WREX-TV ROCKFORD 13

SALUTE TO WREX-TV, Channel 13, Rockford, Illinois— and CONGRATULATIONS to this Award Winning Station, celebrating its 6th Anniversary on October 1st.

Neighborly giant of the rich Rock River Valley of Southern Wisconsin and Northern Illinois, WREX-TV operates on 229,000 watts of power from a tower 840 feet above downtown Rockford. This rich industrial-agricultural billion dollar market has been dominated by WREX-TV since October 1, 1953. Top-rated balanced programming backed by aggressive promotion with strong emphasis on area public service have brought leadership and success to WREX-TV. Outstanding remote telecasts originated by Channel 13 include:

Vice President Richard Nixon— National Guard Armory, Rockford, Illinois.

Installation of His Excellency, Loras Lane, Bishop, Rockford, Illinois.

Confirmation of 1200 converts celebrated by five Bishops.

East-West High School Commencement Exercises (for three consecutive years).

Re-enactment of Lincoln-Douglas debate from Freeport, Illinois.

Harlan Meyer, Director, WREX-TV

Northwest grad receives this praise from J. M. Baisch:

The length of "break-in" time is a good indication of the value of a director's training and experience. Harlan assumed directorial duties during his first week with a minimum of indoctrination. We have assigned him to all our important director's shifts with complete confidence in his ability. This is complimentary to him and to the fine training he received at Northwest Schools.

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on Northwest training and graduates available in your area, write, phone or wire

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Phone CApitol 3-7246

737 N. Michigan Avenue, Chicago • 6362 Hollywood Blvd., Hollywood

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TERRE HAUTE INDIANA

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Please rush complete particulars on exclusive franchise plan for FM-SCA and wire services.

NAME.....

STATION.....

STREET.....

CITY.....STATE.....

EIA group endorses Harris' spectrum bill

Legislation to set up an independent government agency to allocate radio frequencies among government and non-government users was endorsed Sept. 23 at the fall conference of Electronic Industries Assn. The meeting was held in Atlantic City.

EIA's Spectrum Committee reviewed the legislation, introduced by Chairman Oren Harris, of the House Interstate Commerce Committee (HR 8426). Members of the EIA group plan to discuss the bill with Chairman Harris and to exchange specific ideas on its provisions.

H. Leslie Hoffman, president of Hoffman Electronics Corp., was reappointed chairman of the Spectrum Committee by EIA President David R. Hull, Raytheon Mfg. Corp. The House Commerce Committee is expected to hold hearings on the Harris bill at the next session of Congress.

Serving on the Hoffman committee are Robert C. Sprague, Sprague Electric Co., vice chairman; F. L. Ankenbrandt, RCA; Robert S. Bell, Packard Bell Electronics; Paul L. Chamberlain, General Electric Co.; W. Preston Corderman, Litton Industries; Donald G. Fink, and David B. Smith, Philco Corp.; I. J. Kaar, Hoffman Electronics Corp.; William B. Lodge, CBS; Daniel E. Noble, Motorola Inc.; Tom C. Rives, and Dr. W. R. G. Baker *(ex officio)*, Syracuse U. Research Corp.; Philip F. Siling, RCA Frequency Bureau; L. G. Cumming *(ex officio)*, Institute of Radio Engineers.

EIA announced it had completely reorganized its Parts Div. under William S. Parsons, Centralab. Vice chairmen are W. Myron Owen, Aerovox Inc., and Allen K. Shenk, Erie Resistor Corp.

The Consumer Products Div. reported the recent month-long promotion campaign for tv receivers was successful and will be repeated next year at an earlier date. NAB and other organizations cooperated with EIA in the campaign.

An EIA-sponsored quarter-hour tv film, *The Mighty Electron*, was previewed at the meeting. It was produced for the *Industry on Parade* series telecast by National Assn. of Manufacturers and will be bicycled to stations carrying the NAM series as well as shown abroad under auspices of U. S. Information Agency and sent to 22 U. S. Air Force bases.

The film covers tv in education, emphasizing the Hagerstown, Md., experiment; electronics in medicine and the role of electronics in space exploration.

Motorola sales up

A rosy sales picture was painted last week for Motorola, by its president, Robert W. Galvin—tv receivers up 50%, radio up 40% and a backlog of orders for stereo equipment. He predicted sales and earnings in the third quarter ending Sept. 30 will set new highs "by quite comfortable margins."

Sales should exceed the best previous third quarter of $60 million-plus in 1956 while earnings are expected to hit over the $2.8 million high in 1950. Last year third quarter sales and earnings were $52.6 million and $1.7 million, respectively.

• Technical topics

Quarter earning • RCA, N.Y., is paying a quarterly dividend of 25 cents per common share Oct. 26 to stockholders of record Sept. 18. At the same time the board of directors has declared a dividend of 87.5 cents per share on first preferred for the period Oct. 1 to Dec. 31, payable Jan. 2 to holders of record at close of business Dec. 7.

Emerson profits • Emerson Radio & Phonograph Corp., Jersey City, N.J., reports 39-week consolidated net profit of $3,184,548 before federal income taxes, or $1,466,548 after taxes, equal to 72 cents per share on 2,046,444 shares outstanding. For same 39-week period last year, profit after taxes was $397,888 or 19 cents per share on total shares at that time.

Video switcher-fader • Dynair Electronics Inc., El Cajon, Calif., has introduced Model VS-60A, a video switcher-fader. The model features six video input channels with full lap, fade and superimposition facilities. VS-60A has illuminated push buttons and tally light facilities. It is suitable for small studio, remote trucks and educational tv systems. Price: $980.

RCA gear • RCA reports shipments of a traveling wave antenna to WGAN-TV Portland, Me.; custom-built superturnstile antenna to KOLO-TV Reno; custom-built uhf-slotted antenna to Clover Park Schools, Tacoma, Wash., for ch. 56; 25 kw transmitter to WSAV-TV Savannah, and a monochrome tv tape recorder to WISN-TV Milwaukee.

Camera remote control • Houston Fearless, L.A., has introduced Cradle

Head, a power-driven tv camera remote control unit. It is powered by two separate motors which tilt the camera 30° up, 38° down and rotates 370°. The motors are housed in sound-proof housings. Manual operations of the head also is possible. The camera's movement is controlled by a joy stick that moves in the same direction as the camera.

Transistor handbook • Allied Radio Corp., Chicago, Ill., has published *Understanding Transistors,* which is designed to serve not only as an introduction to transistors but also as a reference for those already acquainted with the subject. The handbook begins with a concise discussion of the properties of germanium. The opening sections clarify important basic theory and provide a foundation for succeeding chapters. Subjects included: atoms and molecules; germanium atom; electrons and holes; current flow; junction transistors, etc. There are more than 50 diagrams and illustrations. *Understanding Transistors* is available for 50 cents from the corporation at 100 N. Western Ave., Chicago, Ill.

Tv developments • The Society of Motion Picture & Television Engineers will hold two sessions on television equipment and practices during its 86th semiannual convention at the Statler Hilton Hotel in New York Oct. 5-9. A total of 14 papers will be read during two sessions Oct. 8.

Multiplex line • Visual Electronics Corp., N.Y., has been named exclusive sales firm for Browning Fm Multiplex equipment. The appointment, announced by Gardiner Greene, president of Browning Labs, Laconia, N.H., was made to take advantage of Visual's nationwide field staff handling tv, fm and microwave equipment.

Granco sales • Sales of Granco Products Inc., Long Island City, N.Y., totaled $3,070,486 for the fiscal year ended June 30, up 38% from $2,223,180 a year ago. The increase reflects "the consistent growth of public interest in fm radio," said Henry M. Fogel, president of the electronics firm (stereo, hi-fi, fm). Granco's net earnings for the fiscal year were $49,152 (15 cents a share), compared to $2,812 the year before.

Portable tuner • General Instrument Corp., F. W. Sickles Div., Chicopee, Mass., has placed in production new transistorized tv tuner for battery-powered tv sets. Tuners are available to the entire tv industry, with current projection that 100,000 or more will be produced in 1960 and 500,000 in 1961-62.

WHERE THERE'S A FINE TAPE RECORDER...

there's **irish** ferro-sheen tape

note to **MAGNECORD** *owners*

To insure optimum recording quality with your excellent machine, the recommended tape is **irish** *#211... and for uninterrupted recording,* **irish** *#602 gives 50% more playing time than standard tape on any given reel size. Send for technical bulletin.*

ORR INDUSTRIES INC.
Opelika, Alabama

SOUTHEASTERN 500 watt daytimer. Located in a rich farm, industrial, and military market showing a profit of $12,000.00 per year. Price $75,000.00 with $24,000.00 down.

MIDWESTERN fulltimer in rich market operating well in black. Good volume to support selling price of $300,000.00 with $150,000.00 down payment.

HAMILTON-LANDIS & ASSOCIATES, Inc.

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EXecutive 3-3456	DElaware 7-2754	RIverside 8-1175	EXbrook 2-5671

NATIONWIDE • NEGOTIATIONS • FINANCING • APPRAISALS

FATES & FORTUNES

Broadcast Advertising

MR. CLELAND

• PHILIP A. CLELAND, account supervisor on Warner Bros., (foundation garments) U.S. Tobacco and New England Confectionery Co., at C.J. LaRoche & Co., N.Y., elected vp. Prior to joining LaRoche in 1956, Mr. Cleland was vp and member of plans board at Benton & Bowles. JEROME V. ROSCOE, account supervisor on Revlon Products at LaRoche, also elected vp. He was previously with J. Walter Thompson as account executive on Pan American Airways.

MR. ROSCOE

• NORMAN CARY, copy group supervisor at BBDO, N.Y., to Compton Adv. as vp and creative director, West Coast. He will headquarter in Los Angeles.

• DONALD E. BOOTH, copywriter at Ted Bates, N.Y., and previously with McCann-Erickson in similar capacity, elected vp.

• CHARLES J. NEUBAUER promoted from assistant sales manager to general sales manager of Cook Chemical Co., Kansas City, manufacturer of Real-Kill insecticide.

• GEORGE W. IRWIN, vp at Heintz & Co., L.A., and previously head of own agency bearing his name, appointed account executive with Wade Adv., L.A.

• J. H. SMITH JR., special consultant for Howard Assoc. (pr firm), N.Y., named senior associate. He previously directed pr for NAB and was manager of corporate pr services for Chrysler Corp.

• WILLIAM E. STEERS, president of Doherty, Clifford, Steers & Shenfield, appointed chairman of new Marketing Services Committee of Audit Bureau of Circulations. Other committee members include: ROBERT W. BOGGS, advertising manager, Union Carbide Corp.; SIDNEY W. DEAN JR., vp, McCann-Erickson and JOHN H. PLATT, senior vp, Kraft Foods Co.

• PHILIP L. WORCESTER, radio-tv films director, Fuller & Smith & Ross, Cleveland, to New York office as production supervisor for Aluminum Co. of America's tv commercials.

• CLAUDE MAY, formerly head of own advertising agency, to Max Factor & Co., Hollywood, Calif., as assistant advertising manager, international division.

• JOHN R. BITTNER, on product management staff of Pet-Ritz Frozen Pies, promoted to product manager, Frozen Foods, for Pet Milk Co., St. Louis.

• RICHARD V. (DOC) LOMBARDI, formerly associate producer of Telavix Film and Recording Studios, Boston, to Hoag & Provandie, that city, as radio-tv director.

• RALPH E. HEAD, formerly vp and director of marketing at BBDO, N.Y., to Sales Communications Inc., that city, to work on grocery accounts.

MR. COCHRAN

• JAMES J. COCHRAN, vp and account supervisor at J. Walter Thompson, N.Y., since 1957, rejoins Kudner Adv., that city, as vp and account supervisor on Renault Inc. Mr. Cochran left Kudner in 1957 before agency lost $18 million Buick business. At that time, he was vp and senior account executive on Buick.

• LECK DILLMAN, Newark (N.J.) terminal manager, appointed director of marketing services of Spector Freight System (motor carrier), Chicago. He will be directly responsible for advertising program and public relations. Company plans extension radio spot advertising from Boston to other key cities and markets (BROADCASTING, Aug. 31).

• MARVIN L. RAND and WINSTON C. WILLIAMS appointed vps in public relations department of Klau-Van Pietersom-Dunlap, Milwaukee. They head consumer-agricultural and industrial pr activities for agency.

MR. BROWN

• ALBERT BROWN, vp for advertising of Best Foods Div. of Corn Products Co., N.Y., named head of new advertising department combining that division and Corn Products Sales. Company's advertising budget now exceeds $20 million for such products as Skippy peanut butter, Kasco dog food, Hellman's salad dressings, Nucoa margarine and others.

• JOEL COHEN, formerly copy chief of Davega Stores Corp., N.Y., and THOMAS T. MCGOWAN, formerly art director there, to creative staff of Weiss & Geller, N.Y.

MR. BEYER

• GEORGE BEYER JR., formerly product manager and product group manager at Lever Bros., N.Y., where he handled Lux Soap, Rinso, Spry and Wisk among others, joins Lennen & Newell, that city, as senior vp and management account supervisor on Cluett, Peabody account, (Arrow shirts, etc.)

• PHILIP L. HOLLOWAY, vp in charge of sales at Bevel Assoc., Fort Worth, Tex., advertising and pr agency, promoted to executive vp. JIM POWELL, formerly art director of Mayfair Assoc., Dallas, to Bevel art staff.

• BETTY J. SPEAKS, formerly traffic manager and public service director of WVKO Columbus, Ohio, to Harry M. Miller Inc., that city, (advertising agency) as assistant account executive.

• ANN SMITH, radio-tv director at The Ralph H. Jones Co., Cincinnati advertising agency, and BETTY DERIE, time-buyer there, resign.

MR. HARRIER

• KEITH HARRIER, formerly production co-ordinator with Warner Bros. Studio, Burbank, Calif., appointed radio-tv director of Clay Stephenson Assoc., Houston advertising agency. Among Mr. Harrier's credits is production of all Kaiser Aluminum spots for *Maverick*.

• BUNKER JENKINS, formerly with Fletcher D. Richards, Calkins & Holden, N.Y., and prior to formation of that agency, radio-tv manager at Calking & Holden, joins Richard K. Manoff, N.Y., as writer-producer in creative department.

The Media

• JOHN M. MCRAE, sales manager, KYA San Francisco and previously general manager of KOBY, that city, appointed general manager of KDWB (formerly WISK) Minneapolis-St. Paul. JAMES F. SIMONS, who has been acting general manager, returns to his post as sales manager of KFWB Los Angeles.

• ARNOLD C. JOHNSON, general manager of WGEE Indianapolis, to WWOL-AM-FM Buffalo, N.Y., in similar capacity, effective Oct. 1. Mr. Johnson

was previously with WNAX Yankton, N.D., and WIBC, WFBM-AM-TV, both Indianapolis.

• CARL F. HALLBERG, formerly manager of WHIY Orlando, Fla., named radio operations coordinator of WDBO-AM-FM, that city, supervising programming and sales activities.

• O. D. CARMICHAEL, manager of KGLD (TV) Garden City, Kans., named general manager of KNCO, that city. BILL MYERS, announcer with KGLD, appointed KNCO's commercial manager.

MR. BAGGE

• ARTHUR W. BAGGE, midwest radio sales manager, Chicago, Peters, Griffin, Woodward Inc., station representation firm, elected vp. Mr. Bagge was associated with *American Weekly* and A. C. Nielsen & Co. before joining PGW in 1948.

• ROBERT S. HELCZER promoted from program director to manager of WBRY Waterbury, Conn., succeeding SOL ROBINSON and replacing him as vp on board of directors.

• E. JAMES MCENANEY JR. elected vp of WHIM Providence. He continues as sales manager.

• ALEX KENNEDY, director of program promotion for CBS-TV, N.Y., named director of audience promotion. LINLEY STAFFORD, copywriter in CBS-TV's advertising and sales promotion department, named manager of creative services, network on-air promotion.

• PAUL M. SCIANDRA, program director of WGR-TV Buffalo, named director of programming and production with WROC-TV Rochester, succeeding CHARLES W. SIVERSON, who was named supervisor of WROC-FM. All stations are operated by Transcontinent Television Corp., N.Y.

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107 William St. · 175 W. Jackson · 100 Bush St.

• ALBERT M. FIALA JR., formerly commercial manager of WROW Albany, to Intermountain Network as national sales manager of Denver office and KIMN, network's affiliate in that city.

• WILLIAM E. MOORE named Pacific Coast manager of radio division of Avery-Knodel, radio-tv rep, N.Y. DAVID B. MEBLIN appointed manager of tv division there. ROBERT MOHR, senior account executive with KTLA (TV) Los Angeles, named to take charge of tv sales in that city, succeeding DOUGLAS MACLATCHIE, who has resigned.

MR. POWERS

• DONALD K. POWERS, general manager of Maine Broadcasting System radio stations (WRDO Augusta, WLBZ Bangor and WCSH Portland), named local sales manager of WCSH-TV. Mr. Powers is president of Maine Assn. of Broadcasters.

• PAUL E. WELCOME, supervisor of transmitters with WTAE (TV) Pittsburgh, appointed chief engineer of WIS-AM-TV Columbia, S.C., effective Oct. 1, succeeding BARNETT GOLDBERG with WIS-TV and JOHN WATTS of WIS Radio, who have joined Western Electric.

• WILLIAM CLARK, formerly with WWCA Gary, Ind., named program director of WLEU Erie, Pa. BOB ULBRICH, formerly with WJET, that city, appointed news director of WLEU.

• FREDERICK R. GRIFFITHS, operations manager of WJAR-TV Providence, named program manager.

• RICHARD C. HARRIS, assistant local sales manager of KMTV (TV) Omaha, promoted to local sales manager.

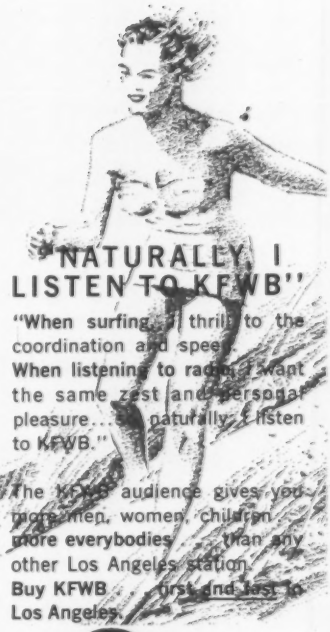
• DAVID S. MACNEIL, program director of KCBH (FM) Los Angeles and previously in similar capacity with WCRB-AM-FM Boston, rejoins latter stations as news director.

• JERRY LANGE, air personality with KXLY Spokane, Wash., promoted to program director. He had served in similar capacity with KRPL Moscow, Idaho.

• JACK M. WILLIAMS, merchandising manager of WSAZ-AM-TV Huntington, W.Va., appointed to direct both promotion and merchandising.

• HARRY SHERINIAN JR., in production department of KTVU (TV) Oakland-San Francisco, promoted to assistant sales promotion director.

• ELMER KNOPF, WFDF Flint, elected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"When surfing, I thrill to the coordination and speed. When listening to radio, I want the same zest and personal pleasure... so naturally, I listen to KFWB."
The KFWB audience gives you more men, women, children more everybodies than any other Los Angeles station. Buy KFWB first and last in Los Angeles.
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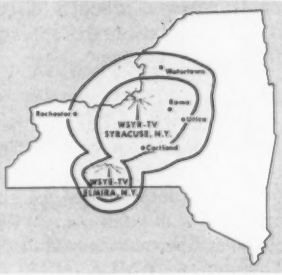

WSYR-TV ALONE DELIVERS 44,287 MORE HOMES THAN ITS COMPETITOR

WSYR-TV AND ITS SATELLITE, WSYE-TV, DELIVER 73,089 MORE HOMES THAN ITS COMPETITOR

*All figures NCS No. 3 weekly circulation

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NBC Affiliate
Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

president of Michigan Assn. of Broadcasters, succeeding JAMES H. QUELLO, WJR Detroit. Other officers: JOHN POMEROY, WILX-TV Jackson, vp; BOB PHILLIPS, WSGW Saginaw, secretary-treasurer. New board members are: PAUL HALLER, WELL Battle Creek; GENE ELLERMAN, WWTV (TV) Cadillac, and DON DEGROOT, WWJ-AM-TV Detroit.

MR. BARTH

• BERNARD C. BARTH, 40, vp of Michiana Telecasting Corp. and general manager of WNDU - AM - TV South Bend, Ind., died of leukemia Sept. 22. Mr. Barth began his broadcasting career in 1937 as announcer with KOTA Rapid City, S.D. He served in various capacities with WKRC Cincinnati, The Ralph Jones Co., that city, WFIL Philadelphia, KRGV Weslaco, Tex., WLOS Asheville, N.C. and WLW Cincinnati. He was tv general program manager of Crosley Broadcasting Corp. until September 1954, when he joined WNDU-TV, which he helped organize and construct. Mr. Barth was also on faculty of U. of Notre Dame, lecturing on telecommunications.

• RICHARD J. MULLER, manager of news and special events with WNBC (TV) and WKNB New Britain, Conn., joins WDRC-AM-FM Hartford, in similar capacity.

• FORREST H. RESPESS, formerly production manager of WTTV (TV) Bloomington-Indianapolis, to WLWI (TV) Indianapolis as news producer.

• VICTOR H. SKAGGS, producer-director with KDKA-TV Pittsburgh, appointed assistant program manager.

• FRED RABELL, KITT (FM) San Diego, Calif., elected president of newly organized National Assn. of Fm Broadcasters. Other officers: T. MITCHELL HASTINGS JR., Concert Network, Boston, vp; FRANK KNORR JR., WPKM (FM) Tampa, Fla., secretary, and WILLIAM TOMBERLIN, KMLA (FM) Los Angeles, treasurer. Directors (elected for one year with officers): East—Messrs. Hastings and Knorr and RAY GREEN, WFLM (FM) Philadelphia; Midwest—WALT DENNIS, WBBM-FM Chicago; HAROLD TANNER, WLDM (FM) Detroit; H. W. SLAVICK, WMCF (FM) Memphis; West—TOM BAXTER, KMFU (FM) Los Angeles, and Messrs. Rabell and Tomberlin; At-Large—W. J. JOHNSTON, WLVL (FM) Louisville; Educational—WILLIAM G. HARLEY, U. of Wisconsin.

• JEAN GRANT, assistant promotion manager of KFSD-TV San Diego, to KSLA-TV Shreveport, La., as promotion manager.

• DR. CHARLES GRADY named station manager of KOKH-TV and KETA-TV Oklahoma City, public schools' educational stations, succeeding DR. ROBERT SHULTZ. Other appointments: TED M. PAYNE, production director; JOSEPH TAFT, continuity director; DON NOLL, director; JERRY BELL, director; DON MEDFORD, studio manager.

• THOMAS G. PEARS, KVOL Lafayette, elected president of Louisiana Assn. of Broadcasters, succeeding CLARENCE E. FAULK JR., KRUS Ruston. Other officers: B. HILLMAN BAILEY JR., KNOC Natchitoches, radio vp; TOM E. GIBBENS, WAFB-TV Baton Rouge, tv vp; SI WILLING, KMAR Winnesboro, treasurer. New board members are: W. J. BORDELON, KAPB Marksville; DOUGLAS L. MANSHIP, WBRZ (TV) Baton Rouge; W. EUGENE JONES, KSLO Opelousas, and W. A. PATTON, KPEL Lafayette.

• SCOTT JARRETT, news director of WTVD (TV) Durham, joins WFMY-TV Greensboro, both North Carolina, in similar capacity.

• FRANCIS A. CICCORICCO, formerly with nuclear research staff of AEC project at U. of Rochester, to Syracuse Broadcasting Corp. (WNDR Syracuse, WACK Newark and WPDM Potsdam, all New York) as consulting engineer and coordinator of engineering.

MR. GROSSMAN

• HENRY GROSSMAN, formerly director of facilities operations with CBS-TV, N.Y., joins National Telefilm Assoc., that city, as vp in charge of technical operations for NTA's owned and operated broadcasting properties and NTA Storevision Inc.

• RICHARD J. FISCHER, formerly news editor and writer with WBBM-AM-FM-TV Chicago, named news director of WLW-WLWT (TV) Cincinnati.

• MRS. PIERRINA M. ROHDE, publicity director for Worcester, Mass., Community Chest and Council and previously copy chief with WTAG-AM-FM, that city, rejoins station as director of sales promotion.

• LESLIE B. STERNE, radio director of Smith, Taylor & Jenkins Adv., elected president of Pittsburgh Radio & Television Club. Other officers elected: DON IOSET, vp of WPIT, vp in charge of programs; JEROME R. REEVES, general manager of KDKA-TV, vp in charge of memberships; TOM SLATER, radio-tv director of Fuller & Smith & Ross, that city, vp in charge of special activities; FRED MCCORMACK, radio-tv timebuyer at Ketchum, MacLeod & Grove, vp in charge of publicity; I. H. NEIPLIN, president of J. Grant Agency, treasurer; DOROTHEA M. PEFFERMAN of Gardner Assoc., secretary.

MR. FRANK

• BORIS FRANK, formerly tv producer of Gotham Recording Corp., N.Y., appointed program director, Caribbean area, for Bartell Group, with headquarters at Curacao, Netherlands West Indies. Bartell plans expansion into South American markets with three tv stations now under construction. Mr. Frank was previously production supervisor and executive assistant to David Susskind at Talent Assoc., N.Y.

• FRANCIS W. HUNT, director with KTVI (TV) St. Louis, named operations manager, succeeding late Carl Tinnon.

• SCOTT HAMLEY joins sales staff of KSFO San Francisco as national sales representative. He was assistant director of trade relations for Personal Products Corp., subsidiary of Johnson & Johnson in Milltown, N.J.

• ROBERT S. GUYER, formerly manager of WMOA Marietta, Ohio, named account executive with KRIZ Phoenix, Ariz.

• GARFIELD RICKETTS, formerly of May Electronic Corp., N.Y., joins engineering staff of WPAC Patchogue, N.Y.

• MRS. BARBARA ROBERTS named to new post of sales service supervisor with KTUL-TV Tulsa.

• BARBARA J. BOBO appointed public service director of WTOP-AM-FM Washington.

• LEN MILLER, former musician-arranger, to WBBM Chicago as producer-director, with responsibility for handling all-live programming.

• BOB JENKINS, formerly sales manager of KRNY Kearney, Neb., to KMNS Sioux City, Iowa, as account executive.

• FRANK BUETEL, sportscaster with WTCN-AM-TV Minneapolis-St. Paul, adds duties with radio sales force.

• JAMES J. KILIAN, operations manager of WJZ-TV Baltimore, appointed account executive.

APRTA officers • DANIEL W. KOPS, WAVZ New Haven, Conn. (seated), was re-elected, Sept. 21, president of the Associated Press Radio and Television Assn., at the annual meeting of the board of directors. Named vice presidents (beginning at left) were TOM EATON, WTIC Hartford, Conn. (East); WILLIAM W. GRANT, KOA Denver, Colo. (West), and JAMES M. GAINES, WOAI San Antonio, Tex. (South). RICHARD CHEVERTON, WOOD Grand Rapids, Mich., named vice president for the Midwest, is not shown. Messrs. Eaton and Grant were re-elected. OLIVER GRAMLING, AP assistant general manager, and ROBERT BOOTH of AP (not shown) were re-elected secretary and treasurer, respectively.

• JOE SABIA, formerly with KDYL Salt Lake City, to WNAC Boston as newscaster.

• JOHN B. GAMBLING, air personality with WOR New York for 34 years, retires Oct. 5. He will be succeeded by his son, JOHN A. GAMBLING.

• CLAYTON C. DOPP, formerly director of sports with Lang, Fisher & Stashower, Chicago, to Sports Network Inc., N.Y., as staff director and member of production department.

• THEODORE D. VAN ERK, formerly with The Bolling Co., N.Y., to Peters, Griffin, Woodward, that city, as tv account executive.

• DR. D. HUGH GILLIS, formerly senior program executive with Canadian Broadcasting Corp., Toronto, appointed chairman of division of communication arts at Boston U.'s School of Public Relations and Communications, succeeding PROFESSOR DAVID R. MACKEY, who retires. DR. FRANCIS E. BARCUS, assistant, Institute of Communications Research, U. of Illinois, named assistant professor of communications. JOHN H. LERCH formerly with CBC, to Boston U. as assistant professor of radio.

• MARY FREIBERGER, formerly continuity director of KBTV (TV) Denver, to publicity staff of KTLA (TV) Los Angeles.

• JACK LEITHOFF, formerly with Intermountain Theatres, joins KDYL Salt Lake City as account executive.

• LOYD EVANS, formerly farm service director of KWTO, to KGBX, both Springfield, Mo., as air personality and farm account representative.

• JAMES R. MATTES, formerly with Milwaukee sales staff of Youngstown Sheet & Tube Co., to WISN, that city, as account executive.

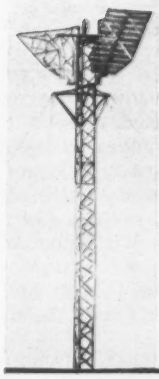
• BILL PRICE to KFMB-AM-FM San Diego as air personality.

• DON BOOTHMAN joins announcing staff of WDON-WASH (FM) Wheaton, Md.-Washington.

• KEN PHILIPS and STEVE GEER, announcers, with WJJL Niagara Falls and WHEN Syracuse, respectively, join WBEN-AM-FM-TV Buffalo, all New York.

• DONALD A. BOWEN, sales representative with WEIM Fitchburg, Mass., to WSMN Nashua, N.H., in similar capacity.

• DAVE VAN HORN, formerly with WHYE Roanoke, Va., and LANCE



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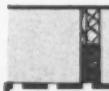

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KNIGHT join WJBW New Orleans as air personalities.

MR. WELLINGTON

• GIL WELLINGTON, formerly commercial manager of KXA Seattle, Wash., appointed general sales manager of KTIX, that city, effective Oct. 1. Mr. Wellington was previously partner in Penman Neil advertising agency there.

• DUKE BOWMAN, formerly air personality with KCMO Kansas City, to KANS, that city, in similar capacity.

• HARRY CHAPMAN, formerly with KOAT-TV Albuquerque, to KMGM, that city, as air personality. BILL REED, formerly with KGGM there, joins news staff of KMGM.

MR. WAGNER

• BOB C. WAGNER of WBRX Berwick, Pa., to WHRV Ann Arbor, Mich., as station manager.

• EDWARD S. KAYLIN, 45, associate director of advertising and promotion for CBS, N.Y., died following heart attack Sept. 19 in New York. He had been with network more than 10 years.

MISS PRESTLER

• BERTHA C. PRESTLER, assistant secretary of Storer Broadcasting Co., Miami Beach, and associated with that company for 31½ years, retires Oct. 1. She is Storer's oldest employe, from point of service.

• MIKE WESTERN joins KISN Portland-Vancouver, Wash., as air personality.

• JERRY LEE, air personality, moves from KOKE Austin, Tex., to KICN Denver.

• JAMES BLACKSTON and AL MANGUM, graduates of National Academy of Broadcasting, Washington, join WSNW Seneca, S.C. Other Academy graduates' appointments: ARTHUR BROSIUS to WFMD Frederick, Md.; RALPH GUTIERREZ to WFAN (FM) Washington; EUGENE EIKE to WPTX Lexington Park, Md.; JACK RAMSEY and CHARLES NIBERT to WRFS Alexander City, Ala.; AL STREICH to WCED Dubois, Pa.; BILL HAMBY to WATS Sayre, Pa.; STEVE MARTIN to WJOC Jamestown, N.Y., and DUDLEY GIERSBROOK to WJUD St. Johns, Mich.

CBS affiliates

JOHN S. HAYES, WTOP Washington, was elected chairman of the board of CBS Radio Affiliates Assn. last week at a board meeting preceding the sixth annual convention of the network's affiliates (see page 36). Mr. Hayes succeeds CHARLES C. CALEY, WMBD Peoria, whose tenure as chairman expired with the convention. Mr. Caley continues on the affiliates board and its executive committee.

LARRY HAEG, WCCO Minneapolis, was named vice chairman and E. K. HARTENDOWER, KCMO Kansas City, was elected secretary-treasurer. Messrs. Caley, Haeg and ROBERT MCCONNELL, WISH Indianapolis, were named to the board executive committee. J. W. WRIGHT, KSL Salt Lake City, A. R. HEBENSTREIT, KGGM Albuquerque, and FRANK FOGARTY, WOW Omaha, were appointed as the convention committee for 1960. Mr. Fogarty, this year's convention chairman, was selected even though his term as a board member was expiring.

Programming

• CLIFFORD HANNA elected president of Video Films Inc., Detroit, following recent issuance of articles of incorporation. WILLIAM R. WITHERELL JR. elected vp and general manager and WILLIAM E. LANE secretary-treasurer. In addition to above, RICHARD G. DORN, GEORGE T. HALL, ARTHUR G. REEVES: and J. L. S. SCRYMGEOUR were elected to board of directors.

• WILLIAM H. FITZSIMMONS, formerly general vp at Fallon, Brangham & Moon, L. A., (advertising agency), named vp of Filmercial Productions, commercial division of Filmaster Productions, that city.

• HAL ELIAS appointed studio manager of UPA Pictures, Inc., Burbank, Calif. He was previously with MGM for 25 years and last year was secretary-treasurer of Television Commercials, Inc., at Paramount-Sunset, Hollywood.

• RONALD L. KRUEGER, formerly with KDKA-TV Pittsburgh, named head of Chicago office of Banner Films Inc.

• BERNARD STEVENS, tv producer with Bert Claster Productions, Baltimore, to John J. Pondfield Inc., that city, as production manager.

• STEVEN CLARK named producer with Animation Inc., Hollywood, animated films and tv commercial producer.

• JACK MCGUIRE, head of Chicago public relations firm bearing his name, signed as producer and announcer for new *Dorothea Harris Beauty Clinic* on WFMQ (FM), that city.

• ROBERT J. SHAFER, associate news director, WCCO-TV Minneapolis, and KENDRICK W. WILLIAMS, director-editor, Chrysler's motion picture service, named radio-tv news supervisor, and production supervisor of Chrysler Corp.'s motion picture, radio-tv service, Detroit, respectively.

• RONALD REAGAN, host of *General Electric Theatre* on CBS-TV nominated for president of Screen Directors Guild, post he held from 1947 through 1952. He would succeed HOWARD KEEL who declined renomination because of theatrical commitments, but accepted nomination for the post of first vp. Other official SDG nominees are: DANA ANDREWS, second vp; ROSEMARY CAMP, third vp; ROBERT KEITH, recording secretary, GEORGE CHANDLER, treasurer.

• HERBERT B. LEONARD will produce new one-hour tv film series, *The Searchers*, in cooperation with Screen Gems, with whom he is also producing half-hour series, *Three Man Sub*.

• MAX SHULMAN, best-selling novelist and tv scriptwriter, joins Broadcast Music Inc., N. Y., as affiliated songwriter.

Equipment & Engineering

MR. JOHNSTON

• HARRISON JOHNSTON elected president of Cetec Electronics Co., Redwood City, Calif., new manufacturer of electronic display equipment. Mr. Johnston was previously general sales manager of Ampex Corp., that city, managing director of Ampex International and, most recently, president of Production Research Corp., Thornwood, N.Y. Cetec offices are at 1400 Industrial Way.

• HERBERT W. HOUSTON, one of founders of Houston Fearless Corp., L.A., returns to firm as vp in charge of new product development, having operated for past year Houston Motion Picture Service, San Diego, acquired Sept. 12 by Houston Fearless.

• ALBERT H. BINASH, formerly sales manager of American Microphone and GC Electronics Divs. of Textron Inc.,

Rockford, Ill., named distributor sales manager of Semiconductor Div. of Hoffman Electronics, L.A. BENTON W. ROBERTS, formerly sales engineer for similar division of Raytheon Co., Waltham, Mass., named to similar post in Hoffman's west central sales region.

• WALTON T. AYER promoted from broadcast sales engineer to representative of government contracts division of Gates Radio Co. (electronic equipment, subsidiary of Harris-Intertype Corp., Quincy, Ill.) DON UDEY, formerly engineering manager, Northeast Radio Corp., Ithaca, N.Y., to Gates succeeding Mr. Ayer. FRANZ CHERNY, formerly chief engineer at KFNF Shenandoah, Iowa, appointed manager of broadcast transmitter sales at Gates.

• EDMUND J. NENDICK, equipment salesman, to CBS Electronics, Danvers, Mass., as district manager headquartering in Chicago. JACK LIPNICK, applications engineer, named field engineer, eastern region.

• JOHN L. GRAY, district sales manager, and A. B. DALL, special accounts manager, promoted to regional sales managers of Motorola Semiconductor Div. in central and eastern regions respectively.

• GEORGE A. HILDEBRAND, coordinator of field engineering for RCA Semiconductor and Materials Div., Somerville, N.J., named administrator, micromodule and rectifier sales, for that division. T. T. PATTERSON, in charge of preparation of technical publications for RCA's electronic data processing engineering department at Camden, N.J., named administrative committee chairman for professional group on engineering writing and speech, Institute of Radio Engineers.

• FREDERIC O. SPAID, supervisor of material control with General Electric Co.'s tv receiver department, Syracuse, N.Y., appointed materials manager of that department.

• DONALD E. SMITH, sales engineer for Semiconductor Div. of Sylvania Electric Products, Woburn, Mass., named product sales manager—diodes and rectifiers, for that division.

International

• JOHN LACHANCE appointed French marketing supervisor at new Montreal office of Leo Burnett Co. of Canada Ltd. Mr. Lachance was previously head of his own French-Canadian consultant service and with Cockfield, Brown & Co. Ltd. New office is located at 550 Sherbrooke St., West.

• CLIFFORD W. SLAYBAUGH, formerly in charge of engineering products marketing, RCA international, to NBC International Operations, as associated companies manager.

• BISHOP MARTIN JOHN O'CONNOR, president of Vatican's pontifical commission for cinema, radio and television, and rector of the pontifical North American College, Rome, promoted to titular archbishop of Laodicea of Syria.

Government

MR. GERTZ

• JACK A. GERTZ, formerly national director of public affairs with Mutual Broadcasting System, appointed chief of Federal Aviation Agency's Office of Public Affairs. Mr. Gertz was elected chairman four times of radio-tv industry's committee to coordinate major broadcasting activities with Congress and the President.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

September 15 through September 22. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

APPLICATIONS

Alpena, Mich.—Gerity Bcstg. Co. vhf ch. 9. (186-192 mc); ERP 65.3 kw vis., 32.7 kw aur.; ant. height above average terrain 341 ft., above ground 389 ft. Estimated construction cost $316,704, first year operating cost $175,000, revenue $185,000. P.O. address 2982 Treat Rd., Alpena, Mich. Studio location 2.2 miles west of center of Alpena. Trans. location same. Geographic coordinates 45° 03′ 34″ N.Lat., 83° 28′ 40″ W.Long. Trans. RCA TT-11 AH, ant. RCA TF-6 AH. Legal counsel Harry M. Plotkin, Ring Bldg., Washington, D.C. Consulting engineer A. Earl Cullum Jr. Inwood Post Office, Dallas, Tex. Applicant is **James Gerity Jr.** Mr. Gerity is in die casting and banking and is licensee of WABJ Adrian, and WNEM-TV Bay City, both Michigan. Ann. Sept. 2.

Medford, Ore.—Medford Telecasting Corp. vhf ch. 10 (192-198 mc); ERP 62.4 kw vis., 37.1 kw aur.; ant. height above average terrain 2469 ft., above ground 290 ft. Estimated construction cost $275,597, first year operating cost $250,000, revenue $300,000. P.O. address % Frohnmayer, Lowry, Hogan & Deatherage, 200 Cooley Theatre Bldg., Medford, Ore. Studio location 1 mile west of Old Stage Rd. at Tex Nash Quarry. Trans. location same. Geographic coordinates 42° 20′ 05″ N.Lat., 122° 58′ 30″ W.Long. Trans. RCA TT-11 AH, ant. RCA TF-6AH. Legal counsel Cottone & Scheiner, 1001 Connecticut Ave., Washington, D.C. Consulting engineer Robert E. Leach, 1365 102nd Ave., Oakland, Calif. Principals include **James O. Wilson Jr.** and **C. E. Wilson,** 10% each. Mr. Wilson Jr. has minority interest in KAJO Grants Pass, Ore. Mr. Wilson is sole owner of KBOY Medford, Ore. Ann. Sept. 18.

Existing Tv Stations

ACTIONS BY FCC

KTVH (TV) Hutchinson, Kan. — Granted waiver of Sec. 3.652 (a) of rules to identify itself with Wichita as well as Hutchinson. Comrs. Bartley and Lee dissented. Ann. Sept. 16.

WSJS-TV Winston-Salem, N.C.—Granted request for waiver of Sec. 3.652 (a) of rules to identify itself with Greensboro as well as Winston-Salem. Comr. Bartley dissented. Ann. Sept. 16.

WJHL-TV Johnson City, Tenn.—Granted waiver of Sec. 3.652 (a) of rules to identify itself with Kingsport and Bristol as well as Johnson City. Comr. Bartley dissented as to Bristol where there is no studio. Ann. Sept. 16.

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Translators

Nor-Sis TV Corp., Yreka and Weed, Calif. —Granted applications for three new tv translator stations to serve Yreka and Weed; one to operate on ch. 70 to translate programs of KBES-TV (ch. 5); Medford, Ore.; another on ch. 74 to translate programs of KVIP-TV (ch. 7) Redding, and other on ch. 78 to translate programs of KHSL (ch. 12) Chico. Ann. Sept. 15.

The Zanesville Pub. Co., Marietta, Ohio— Granted application for new tv translator station to serve Marietta, to operate on ch. 70 and translate programs of WTAP (ch. 15) Parkersburg, W.Va. Ann. Sept. 15.

New Am Stations

APPLICATIONS

Dadeville, Ala.—J. C. Henderson 910 kc, 500 w-D. P.O. address Box 392, Alexander City, Ala. Estimated construction cost $16,703, first year operating cost $20,000, revenue $27,000. Mr. Henderson is director of WRLD-AM-FM Lanett, Ala., and editor-publisher of Alexander City Outlook, Alexander City and Enterprise-Chronicle, Goodwater, both Alabama. Ann. Sept. 18.

Houston, Mo.—County Bcstg. Co. 1250 kc, 500 w-D. P.O. address % Lane E. Davis, Houston, Mo. Estimated construction cost $14,965, first year operating cost $14,000, revenue $21,000. Applicant is **Lane E. Davis**. Mr. Davis is owner and publisher-editor of Houston Herald and Houston Republican newspapers. Ann. Sept. 18.

Madill, Okla.—Herbert J. Pate 1550 kc, 250 w-D. P.O. address Madill, Okla. Estimated construction cost $19,895, first year operating cost $25,000, revenue $28,000. Appplicant is owner of The Madill Record, and is in printing and publishing. Ann. Sept. 17.

Ogden, Utah—Executive Bcstg. Co. 1250 kc, 1 kw-D. P.O. address % John Lockwood Bradley, 155 Montgomery St., San Francisco, Calif. Estimated construction cost $27,300, first year operating cost $60,000, revenue $72,000. Applicant is **John Lockwood Bradley**. Mr. Bradley is lawyer. Ann. Sept. 18.

Superior, Wis.—Radio Superior Inc. 970 kc, 500 w-D. P.O. address % William Haig, 9326 W. Sheridan St., Milwaukee, Wis. Estimated construction cost $21,918, first year operating cost $60,000, revenue $75,000. Principal applicants are **James** and **William Haig**, 45% each. James Haig is in advertising. William Haig is employe of WRIT Milwaukee. Ann. Sept. 18.

Existing Am Stations

ACTIONS BY FCC

KATZ St. Louis, Mo.—Granted renewal of license without prejudice to such action as Commission may deem warranted, if any, as result of final determination in re application of Hoyt C. Murphy and G. Russell Chambers, d/b as Carnegie Bcstg. Co., Carnegie, Pa., for cp. Ann. Sept. 15.

KMCM McMinnville, Ore.—Granted application to increase specified hours of operation (1290 kc, 1 kw, DA-N) on Fridays and Tuesdays during certain periods of the year. Ann. Sept. 15.

WMVA Martinsville, Va. — Granted increase of daytime power from 250 w to 1 kw, continuing operation on 1450 kc, 250 w-N. Ann. Sept. 15.

WINA Charlottesville, Va. — Granted change of operation on 1400 kc from 250 w, unl., 250 w-N, 1 kw-LS; remote control permitted; engineering conditions. Ann. Sept. 15.

WLBL Auburndale, Wis.—Granted mod. of license to change from daytime only operation to specified hours, continuing operation on 930 kc, 5 kw. Ann. Sept. 15.

APPLICATIONS

KPER Gilroy, Calif.—Cp to increase power from 1 kw to 5 kw, install DA-D and new trans., change ant.-trans. location and delete remote control (1290 kc). Ann. Sept. 22.

WTCW Whitesburg, Ky.—Cp to increase power from 1 kw to 5 kw and install new trans. (920 kc). Ann. Sept. 22.

KLPR Oklahoma City, Okla. — Cp to change hours of operation from daytime to unl., using power of 500 w-N, 1 kw-D, install DA-N and make changes in ground system. Ann. Sept. 17.

WHLP Centerville, Tenn.—Cp to change ant.-trans., studio and station location from Centerville, Tenn., to Nashville, Tenn., install new trans., make changes in ant. (decrease height) and ground system. Amended Sept. 15, 1959, to specify new site (1570 kc). Ann. Sept. 22.

CALL LETTERS ASSIGNED

KLAN Lemoore, Calif.—Radio Lemoore.
KEYI Paradise, Calif.—Paradise Bcstrs.
WKBX Kissimmee, Fla.—Frank A. Taylor. Changed from WRWB.
KWKY Des Moines, Iowa—General Bcstg. Services of Iowa Inc. Changed from KWDM.
WCBQ Fremont (Whitehall), Mich.—Paul A. Brandt. Changed from WBFC.
KDWB St. Paul, Minn. — WISK Bcstg. Corp. Changed from WISK.
KOKL Okmulgee, Okla.—Okmulgee Bcstg. Corp. Changed from KHBG.
KJAT Henderson, Tex.—Henderson Bcstg. Corp Changed from KGRI.
KLUE Longview, Tex.—LeTourneau Radio Corp. Changed from KLTI.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through September 22

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,359	57	103	713
FM	599	44	153	81
TV	467[1]	54	99	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through September 22

	VHF	UHF	TOTAL
Commercial	441	80	521
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through August 31, 1959

	AM	FM	TV
Licensed (all on air)	3,351	596	467[1]
CPs on air (new stations)	55	40	54[2]
CPs not on air (new stations)	107	148	99
Total authorized stations	3,513	784	668
Applications for new stations (not in hearing)	478	61	56
Applications for new stations (in hearing)	217	27	68
Total applications for new stations	695	88	124
Applications for major changes (not in hearing)	590	30	36
Applications for major changes (in hearing)	172	5	16
Total applications for major changes	762	35	52
Licenses deleted	0	2	1
CPs deleted	1	2	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

New Fm Stations

ACTIONS BY FCC

Phoenix, Ariz.—KOOL Radio-Television Inc. Granted 94.5 mc, 58 kw. P.O. address 511 W. Adams St., Phoenix. Estimated construction cost $26,213, first year operating cost $3,300. Applicant is licensee of KOOL-AM-TV Phoenix. Ann. Sept. 15.

Anderson, Ind.—Civic Bcstg. Corp. Granted 97.9 mc, 63 kw. P.O. address Loren F. Bridges, 2000 State Rd., 67 West, Anderson, Ind. Estimated construction cost $5,500, first year operating cost $12,000, revenue $18,000. **Civic Bcstg. Corp.** owns WCBC Anderson. Ann. Sept. 15.

Taylorville, Ill.—Keith W. Moyer. Granted 95.1 mc, 3.4 kw. P.O. address Box 481, Taylorville. Estimated construction cost $7,782, first year operating cost $8,000, revenue $9,000. Mr. Moyer has interest in WTIM Taylorville. Ann. Sept. 15.

Detroit, Mich.—Taliesin Bcstg. Co. Granted 106.7 mc, 2.8 kw. P.O. address 6060 N. Ewing St., Indianapolis 20, Ind. Estimated construction cost $10,061, first year operating cost $22,500, revenue $26,500. Sole owner is **Mary W. Carpenter**, housewife. Ann. Sept. 15.

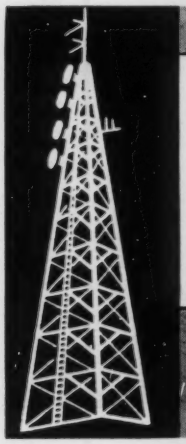
Chattanooga, Tenn.—WDOD Bcstg. Corp. Granted 96.5 mc, 13 kw. P.O. address Hamilton National Bank Bldg., Chattanooga. Estimated construction cost $20,971, first year operating cost $2,400, revenue $2,400. Applicant is licensee WDOD Chattanooga. Ann. Sept. 15.

Spokane, Wash.—KHQ Inc. Granted 98.1 mc, 47 kw. P.O. address Radio Central Bldg., Spokane 4. Estimated construction cost $32,550, first year operating cost $4,000. Applicant is licensee KHQ Spokane. Ann. Sept. 16.

APPLICATIONS

Anchorage, Alaska—Radio Anchorage Inc. 102.1 mc, 1 kw. P.O. address Box 1969 Anchorage, Alaska. Estimated construction cost $10,234, first year operating cost $18,000, revenue $24,000. Principal applicants are **J. Chester** and **Josephine Gordon**, 35.82% each. Radio Anchorage Inc. owns KBYR Anchorage and KFRB Fairbanks, both Alaska. Ann. Sept. 16.

Mt. Carmel, Ill.—WVMC 101.1 mc, 4.28 kw. P.O. address Box 450, Mt. Carmel, Ill. Estimated construction cost $1,200, first year operating cost $3,000, revenue $6,000. Principal applicants are **Stephen B. Bellinger** and



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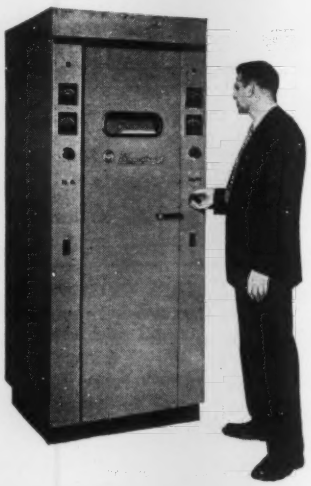

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Morris E. Kemper, 30% each, owners of WVMC Mt. Carmel, Ill. Ann. Sept. 16.

Brainerd, Minn.—Brainerd Bcstg. Co. 95.7 mc, 14.89 kw. P.O. address 2700 East Oak St., Brainerd, Minn. Estimated construction cost $15,866, first year operating cost $3,000, revenue $3,000. Applicant is **E. T. O'Brien.** Mr. O'Brien is majority owner and general manager of KLIZ Brainerd. Ann. Sept. 18.

Canton, Ohio—Independent Music Bcstrs. Inc. 95.1 mc, 114.4 kw. P.O. address 546 E. Florida Ave., Youngstown, Ohio. Estimated construction cost $39,489, first year operating cost $30,000, revenue $50,000. Principal applicants are **George B. Hanna** (65%) and **Hugh E. Johnston** (22%). Mr. Hanna is in insurance. Mr. Johnston is employe of WBBW Youngstown, Ohio. Ann. Sept. 21.

Pittsburgh, Pa.—Golden Triangle Bcstg. Inc. 107.9 mc, 35.7 kw. P.O. address 320 N. Highland Ave., Pittsburgh, Pa. Estimated construction cost $18,000, first year operating cost $24,000, revenue $24,000. Principal applicant is **Myron Jones.** Mr. Jones is majority owner of WJET Erie, Pa., WHOT Campbell and WRED Youngstown, both Ohio, and WEEP Pittsburgh. Ann. Sept. 3.

Existing Fm Stations

CALL LETTERS ASSIGNED

KLAC-FM Los Angeles, Calif.—Hall Bcstg. Inc.

KEFW (FM) Honolulu, Hawaii—E. F. Weerts.

WDJD (FM) Warwick, R.I. — Warwick Bcstg. Co.

KMHT-FM Marshall, Tex. — Harrison County Bcstg. Co. Changed from KLUE (FM).

WFVA-FM Fredericksburg, Va. — Fredericksburg Bcstg. Corp.

Ownership Changes

ACTIONS BY FCC

WELB Elba, Ala.—Granted assignment of license to **James Wilson** and **James R. Dowdy,** d/b as **Elba Bcstg Co.**; consideration $18,000. Ann. Sept. 16.

KODY North Platte, Neb.—Granted assignment of license to **KODY Bcstg. Co. (George B. Dent Jr.,** and wife **Maxine R.**); consideration $197,500. Mr. Dent once owned third of station. Ann. Sept. 16.

WWOL-AM-FM Buffalo, N.Y.—Granted assignment of license from **Leon Wyszatycki** to **Radio Buffalo Inc.** (stock wholly owned by Grelin Bcstg. Inc., WWRI West Warwick, R.I.); consideration $250,000 and lease of trans. site for 3 years with option to buy for $37,500. Ann. Sept. 16.

APPLICATIONS

KCCC-TV Sacramento, Calif.—Seeks assignment of cp from **Capitol Television Co.** to **Capitol Television Inc.** for $35,000 in promissory notes and stock option rights in assignee corporation to assignors as follows: **Melvin Lucas** and **Clarence A. Holien,** 267 shares each; **Henry P. Deane** 266 shares, **Harry Bartolomei** 75 shares. Principals are **Melvin Lord** (16.8%) and **Messrs. Lucas, Holien** and **Deane** (11.1%). Mr. Lord owns pet shop. Mr. Lucas is in asphalt business. Mr. Deane is car dealer. Mr. Bartolomei is employe of KSFO San Francisco. Ann. Sept. 17.

WICC-AM-TV Bridgeport, Conn. — Seeks assignment of license from **Bridgeport Bcstg. Co.** to **Connecticut-New York Bcstrs. Inc.** Company merger. No financial consideration or change of ownership involved. Ann. Sept. 16.

WIOD Sanford, Fla.—Seeks assignment of license from **Viola E.** and **Ira L. Eshleman** to **Sanford-Seminole Bcstg. Co.** for $56,000. Principals are **Joseph Horenstein, Margaret Boros** and **Paul F. Adler,** 33⅓% each. Mr. Horenstein is general manager of WBAB-AM-FM Babylon, N.Y. Mr. Adler makes tv motion pictures. FCC previously approved assignment but it was never consummated. Applicants request consent to reconstituted corporation. Ann. Sept. 16.

WMDN Midland, Mich.—Seeks assignment of license from **Rich Publishing House Inc.** to **Midland Bcstg. Co.** for $100,000. Purchasers are **Julius Sherman, Donald A. Sherman, Leonard Siskind, Robert Jaffe, Robert I. Sherman** and **Peter A. Wolfe,** all equal partners. Messrs. Sherman are in retail shoe business. Mr. Siskind is in retail fur business. Mr Jaffe is in welding supplies Mr. Wolfe is general manager of WMDN. Ann. Sept. 18.

KICA-AM-TV Clovis, N.M.—Seeks transfer of control from **Mae Strauss** and **Frank Lesley,** equal partners to **Texas Telecasting Inc.** for $170,000. Principal purchaser is **W. D. Rogers Jr.** Texas Telecasting Inc. owns KDUB-TV Lubbock, KEDY-TV Big Spring and KPAR-TV Sweetwater, all Texas. Ann. Sept. 18.

WOHP Bellefontaine, Ohio—Seeks assignment of license from **Lake Erie Radio and Television Corp.** (a Pennsylvania corporation) to **Lake Erie Radio and Television Corp.** (an Ohio corporation) for $100,000. Principals are **James T. Sandonate** (74.8%) and **Thomas W. Talbot** (25%). Mr. Sandonate is majority owner of WJJL Niagara Falls, N.Y. Mr. Talbot is minority owner, same station. Ann. Sept. 16.

WVSC Somerset, Pa.—Seeks assignment of license from **Somerset Bcstg. Co.** to **WVSC Inc.** Change to corporation. No financial consideration involved. Ann. Sept. 16.

WATP Marion, S.C. — Seeks transfer of control from **Pee Dee Bcstg. Inc.** to **Joel Eugene Cole, Walter Molic,** 24½% each, and **James Harpring** (51%) for $48,000. Mr. Harpring is employe of WKAT Miami, Fla. Mr. Cole is sales engineer for radio equipment. Mr. Molic is employe of WQAM Miami, Fla. Ann. Sept. 16.

WAGE Leesburg, Va.—Seeks assignment of license from **Leesburg Bcstg. Corp.** to **WAGE Inc.** Change to corporation. No financial consideration involved. Ann. Sept. 16.

WHTN-AM-FM Huntington, W.Va.—Seeks assignment of license from **Cowles Bcstg. Co.** to **Geyer Bcstg. Co.** for $100,000. Purchaser is **Wayne W. Geyer.** Mr. Geyer is employe of Time Inc, Chicago, Ill. Ann. Sept. 18.

KTXO Sherman, Tex.—Seeks transfer of control from **K. M.** and **J. P. Fisher,** 26% each to **O'Conner Bcstg. Corp.** for $20,940. Principal purchaser is **Harry O'Conner.** Mr. O'Conner has interest in KTXO Sherman, Tex. (see KGKB Tyler, Tex., these listings). Ann. Sept. 17.

KGKB Tyler, Tex.—Seeks assignment of license from **Oil Center Bcstg. Inc.** to **O'Conner Bcstg. Corp.** for $125,100. Purchaser is **Harry O'Conner.** Mr. O'Conner has interest in KTXO Sherman, Tex. Ann. Sept. 17.

Hearing Cases

INITIAL DECISIONS

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting applications of William Parmer Fuller III, for new am station to operate on 620 kc, 1 kw, D, DA, in Salt Lake City, Utah, and Cache Valley Bcstg. Co. to increase daytime power of station KVNU Logan, Utah, from 1 kw to 5 kw, continuing operation on 610 kc with 1 kw-N, DA-N. Ann. Sept. 17.

Hearing Examiner Annie Neal Huntting issued initial decision looking toward granting application of Tri-County Bcstg. Corp. for new am station to operate on 1590 kc, 500 w, DA, D, in Plainfield, N.J., and denying applications of Broadcasters Inc., for same facilities in South Plainfield, N.J., and Eastern Bcstg. Inc., to increase daytime power of WDRF Chester, Pa., from 1 kw to 5 kw, continuing operation on 1590 kc, 1 kw, N, DA-N. Ann. Sept. 21.

Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of WJPB-TV Inc., for new tv station to operate on ch. 5 in Weston, W.Va., conditioned that program tests will not be authorized until WJPB-TV Inc., has divested itself of all interests in WJPB-TV (ch. 35) in Fairmont, W.Va.; and (2) dismissing competing application of Telecasting Inc. (Applicants have entered into merger agreement.) Ann. Sept. 16.

OTHER ACTIONS

By order, Commission granted petitions of Binder-Carter-Durham Inc. (WAMM), Flint, Mich., and Northern Indiana Bcstrs. Inc. (WIMS), Michigan City, Ind., for severance from five-party proceeding, and granted applications of WAMM to increase power from 500 w to 1 kw, continuing daytime operation on 1420 kc, DA and WIMS to increase daytime power from 1 kw to 5 kw, with DA-2, continuing operation on 1420 kc with 500 w-N, effective immediately. That portion of May 26 initial decision in consolidated proceeding looked toward grant of these applications. Ann. Sept. 16.

By memorandum opinion and order, Commission (1) denied petition by Livesay Bcstg. Inc., for review of examiner's rejection of comparative coverage evidence, or for enlargement of issues to permit such showing, in consolidated proceeding on Livesay application for new tv station on ch. 10 in Terre Haute, Ind., and application of Wabash Valley Bcstg. Corp. for renewal of license of WTHI-TV on ch. 10 in Terre Haute; and (2) on Commission's own motion, so enlarged issues and allowed examiner, for purpose of determining newly added issue, to consider proposed coverage of WTHI-TV if application for modification of its ch. 10 permit is filed. Ann. Sept. 16.

By memorandum opinion and order, Commission deferred action on petition by Jack L. Goodsitt to vacate stay imposed Dec. 17, 1958 to grant of his application for new am station (WTOJ) to operate on 1460 kc, 1 kw, D, in Tomah, Wis., pending decision after hearing on protest by Tomah-Mauston

Continued on page 134

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising requires display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager/advertising combination. Thousand watt Mutual station ten thousand population Kentucky city. Good town, good situation, attractive offer. Box 577P, BROADCASTING.

Manager-sales manager with proven sales ability and administrative knowhow of station sales and program personnel for California 5000 watt station that is Number 1 in most beautiful section of state. Send complete background and references to Box 633P, BROADCASTING.

Wanted by expanding southwestern chain: Men capable of assuming general manager and commercial manager positions. We have stations now in medium size markets and are looking for bigger markets. We must have men to fill key positions now open. If we're looking for you, write us at Box 719P, BROADCASTING.

Sales manager to assist general manager and be my successor. Good opportunity for young man to move up. Minimum of 5 years experience in sales. Apply Bob Ray, c/o WBBB, Burlington, North Carolina.

Sales

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

Sales manager for new fm fine music southeast station—247,306 fm radio homes in coverage area. Experience should include radio-tv or agency sales. Salary and commission plus bonus. Send background and photo to Box 653P, BROADCASTING.

If you can sell and service on an organized basis, and are looking for an opportunity to earn good money quickly, full particulars and references to Box 657P, BROADCASTING.

Sales manager. Major central Ohio market top money and future for man who loves to sell. Box 667P, BROADCASTING.

Major Ohio market of over 500,000 needs one top radio salesman to round out a staff of 4. All present men earned at least $10,000 last year. No draw artists. This is a secure position at a happy station for a producer. Box 672P, BROADCASTING.

Sales manager with general manager aspirations. Midwest station. Excellent opportunity, five figure income for radio knowhow from ground up, with proven sales ability. Send complete resume, experience, details. Confidential. Box 695P, BROADCASTING.

Wonderful opportunity for married couple to take over sales and programming for outstanding fm station. Box 5585, Tucson, Arizona.

Wanted: Radio-tv and newspaper salesmen. If you can produce. Make up to $350.00 per week! 601-705 Olive, St. Louis 1, Missouri. CH. 1-6656.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

Sales manager for KCOL, Fort Collins, Colorado. Straight salary and bonus. Send your sales record, photo, and references.

Ambitious, experienced salesman (white) desiring to move to sunny Florida with good guarantee to sell colored-programmed radio. Contact WOKB, Box 1308, Orlando, or call collect OL 6-3700, Winter Garden, Florida.

Help Wanted—(Cont'd)

Sales

If you would like to sell in the capital city of fabulous Florida, representing the number one station, 5 kw, full-time, and you are a good salesman, then write full particulars in first letter to Arthur Deters, General Manager, WTAL, Drawer A, Tallahassee, Florida.

Experienced radio program salesman with executive ability. Robert G. Jennings Associates, 64 East 55th St., NYC.

Announcers

Top salary for top man for number one station in major midwestern market. Modern fast paced station wants personality announcer who can project and hold audience. We are not a format operation and you will be given free rein. Mail tape, photo, resume to Box 519P, BROADCASTING.

Illinois kilowatt daytimer expanding to night time has opening for experienced staff announcer with news gathering and writing experience for combination duties of deejay and newsman. Also versatile deejay with several years of solid radio experience. Permanent positions. Pleasant community. Format station emphasizing standard and pop tunes with strong melody. No top 40, no rock 'n' roll, no country and western, no rhythm and blues. Sports play-by-play background helpful. Personal interview required. Free life, hospital, medical insurance, sick pay, bonus, pension plan. Starting salary $100 weekly. List age, education, family status, references, experience in detail. Box 551P, BROADCASTING.

Opening immediately. Experienced announcer, full or part time. Box 579P, BROADCASTING.

South Florida metropolitan market, Number 1 station, in beautiful city three miles from the Atlantic ocean, with wonderful living and working conditions, needs a swinging deejay at $120.00 a week. Send resume, tape at once to Box 591P, BROADCASTING.

All night dj, first phone. 36-hour week, no maintenance, 5 kw eastern market. Top salary. Immediate work. Send tape. Box 618P, BROADCASTING.

Opportunity for married staff announcer. Send resume. Network station, Texas. Box 624P, BROADCASTING.

Announcer with first class ticket. No maintenance. Adult programming station with slightly higher than average religious broadcasts. Excellent working conditions in the heart of Michigan's water wonderland. Box 649P, BROADCASTING.

Well established five kw in beautiful section of northeast needs experienced morning man-dj. Small but lively market. Background references, salary requirements to Box 656P, BROADCASTING.

Combo man—with some announcing experience; first phone required. Needed about the first of November. New daytime operation, in town of about 10,000 in western Pennsylvania. Send tape, resume, picture and salary requirements at once to Box 685P, BROADCASTING.

Likeable, energetic air personality who wants to prosper in small but swinging Carolina station close Blue Ridge Mountains. Rare opportunity sales if want add commission to salary. Send tape and resume. Box 689P, BROADCASTING.

Announcer or announcer/promotion director, fulltime, Wisconsin MBS adult listening good music station. Send qualification, tape immediately. Box 690P, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Swinging station in competitive three station market N.E. desires talented dj personality. Augmented top music format. We build personalities to stay. Mail tape, resume and photo immediately. Box 713P, BROADCASTING.

Announcers (2), experienced board, sales, first ticket essential, by expanding am-fm operation 50 miles from Los Angeles. $400 month salary, guarantee. 15% on sales. Send resume, tape, pic. Box 2185, Riverside, Calif.

KBUD, Athens, Texas has immediate opening for experienced announcer. Salary open.

Need qualified staff announcer and news reporter. Some photographic experience helpful. Prefer southwesterner. Complete details should include picture, tape, minimum salary. Manager, KSWS Radio and TV, Roswell, New Mexico.

First announcers opening in four years. Want good man to fit quality of rest of staff. Must handle music (not top 40) and news with imagination and taste. Tell all first letter. WDEC, Americus, Ga.

Announcer-salesman. Salary plus commission. WHUC, Hudson. Two hours from New York City. No beginners. At least two years experience.

Announcer-salesman—$75.00 per week, plus commission. Call collect WHYS, Ocala, Florida, MArion 2-8174.

Immediate openings for two experienced personality disc jockeys—one daytime, one nighttime. Top rated station, fast-paced modern formula. Air mail details, photo, resume to me. Dick Clark, WMFJ, Daytona Beach, Florida.

Negro dj's for one of the nation's top groups—religious and r&b, experienced, preferably from the south. If you can do good commercials and news, too, send tape, resume and photo immediately to Mr. Al Evans, WOKJ, P.O. Box 2667, Jackson 7, Miss.

Wanted! Experienced announcer with first phone for new modern community station. Light maintenance only. Excellent working conditions in outstanding boating, fishing and hunting area. Rush tape and resume or phone WPNC, Plymouth, North Carolina. Phone Swan 3-4104.

Announcer middle music station, no r and r, no r and b. At least one year commercial experience. Friendly, light style but must sell. Tape, resume, references to Mal Morse, WSUB, Groton, Conn.

Experienced announcer, good news delivery. Excellent working conditions in a growing community. Immediate opening. Phone Cambridge, Maryland 1580.

Opening for experienced announcer capable of handling traffic and some programming. Good living and working conditions. $75.00 weekly. Write Jimmy Childress, Box 1114, Sylva, North Carolina.

Announcers with first class ticket. Register now for good paying jobs. Send tape and resume. Disk Jockey Placement Center, 100 West 42nd St., New York 36, N.Y.

For glib deejays only. 2484 gags, quips, anecdotes. $1.00 plus 10¢ packing. **Gags,** P.O. Box 1, Elkhart, Indiana.

Announcers: Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Help Wanted—(Cont'd)

Technical

Combination engineer and announcer for progressive station. All new equipment. Engineering paramount. Announcing ability capable. Please forward engineering resume and audition tape to Box 647P, BROADCASTING.

Announcer/engineer. Good salary and hours for experienced man. First phone required, announcing secondary. Send tape and resume to WDDY, Gloucester, Virginia, or call for interview.

Opening now for combo 1st phone engineer-announcer. WFAW, Fort Atkinson, Wisconsin.

Need experienced first-class engineer capable of handling maintenance of 5 kw full-time directional. Send full particulars and salary expectation in first letter to: Arthur Deters, WTAL, Drawer A, Tallahassee, Florida.

Need immediately, three first class engineers for fast growing regional network. One to take charge of engineering dept. of O & O'd station. Other two for maintenance and board work at flagship station. Contact Ernest Machanic, Herald Tribune Radio Network, 440 Lexington Ave., Mt. Kisco, N. Y., Phone MO. 6-5177.

Production-Programming, Others

250 watt network station in metropolitan area wants a PD with experience. A solid community station in the northeast. Box 486P, BROADCASTING.

Copy gal to write creative hard-sell copy for leading eastern music-news station. Good pay and working conditions. Enclose continuity samples, experience and snapshot. Box 622P, BROADCASTING.

News director wanted for metropolitan market. Prefer experienced man now in a smaller market. We are competitive, we pay well and you have a future with our chain of stations. Complete resume and tape, salary open. Box 691P, BROADCASTING.

Newsman who specialized in news exclusively for modern fast paced operation. Must be news gatherer with experience. Send tape, photo, resume to Fred Epstein, KSTT, Davenport, Iowa.

Newsman: Radio and television, capable leg and airman with small market station experience, who can gather, write, and air news; journalism education background preferred; veteran; stable and dependable with good references; one who wants a permanent berth in a news department which has twice received national recognition. Scale starts at $85.00 for 40 hours. Salary commensurate with experience and ability. Write or phone, W. P. Williamson, WKBN, Youngstown, Ohio. STerling 2-1145.

Wanted! Experienced copywriter-announcer for new modern community station. Medium paced music format. Excellent working conditions in outstanding boating, fishing and hunting area. Rush tape, resume and copy samples or phone WPNC, Plymouth, North Carolina. Swan 3-4104.

RADIO

Situations Wanted—Management

Manager with an outstanding record of success in small market operation wishes to tackle larger market. Figures tell my story best. Can give you facts, figures and employer references that top anything you've seen before. Not a fly by nite promoter, but solid family man who boosts profits while boosting station and community. 10 years in last two management jobs. If you have the opportunity, I have the ability. Presently earning over $12,000. Box 610P, BROADCASTING.

Manager - sales manager - programming. 20 years experience. Married. Will go anywhere. Available at once. Box 664P, BROADCASTING.

Manager—that shows results. Also first phone and announce. Experienced. Box 673P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Two highly experienced broadcasters offer economy operation. Accent on programming and profits. First phone. Box 692P, BROADCASTING.

General manager—32, family, all-around radio operational background, emphasis sales and promotion. Currently general sales manager. Desire change with future. Now on west coast. Box 698P, BROADCASTING.

Sales

Specialized in farm sales. Agriculture degree. Station, representative or agency. Box 595P, BROADCASTING.

Qualified by successful experience for local-regional sales management, medium market. Seeking potential station-management position in midwest. Ten years radio-television; last four years in local-regional radio sales, city of 100,000. Age 30. Box 604P, BROADCASTING.

2 years experience as announcer, good references, wants to learn sales. Permanent, married, 22, Joe Baker, 51 Lamar, Selma, Alabama.

Announcers

Sports announcer, seven years background play-by-play. Top references. Box 848M, BROADCASTING.

Announcer. 12 years experience radio. Wants staff plus special events am or tv or combination both. Go anywhere. Box 534P, BROADCASTING.

Good announcer, 1st ticket, reliable, family man, 26, presently employed as pd and morning man. Like job, but looking for organization where ability opens opportunities Box 632P, BROADCASTING.

Recently released from army—Top morning news man. More than a few years experience and looking for a permanent position. Tape and photo on request. Box 634P, BROADCASTING.

Salesman-announcer. Mature, industrious salesman and announcer seeks opportunity to sell time. Good ad-libber. Prefer southwestern region. Speak fluent Spanish. Write for complete resume and photo. Box 635P, BROADCASTING.

Stop—22, veteran, single, presently CBS, ABC. South Arkansas good music station with 2½ months experience. Very much want top 40. Box 637P, BROADCASTING.

Staff announcer radio school graduate. Reliable, single, 21 years old. Free to travel. Box 654P, BROADCASTING.

First license announcer. No maintenance. Within hundred miles Washington, D. C. only. Box 655P, BROADCASTING.

Experienced, capable staffman immediately available. Excellent board operation and thorough experience all phases. Best references from present station. Box 658P, BROADCASTING.

Experienced, desire position in central Arkansas area. Box 663P, BROADCASTING.

Announcer. Deejay. Staff. Write, report news. Excellent background. Needs opportunity. Box 665P, BROADCASTING.

Woman announcer, voice that will get results. Can do homemaker shows, disc-jockeying, copywriting, etc. Tape upon request. Box 669P, BROADCASTING.

Directionals attention. Announcer, 1st phone, available immediately, $90, no maintenance. Box 670P, BROADCASTING.

Negro dj. Mature voice, skillfully trained. Tape available. Box 674P, BROADCASTING.

Announcer, production. Am pd with smart 1000 watter. 2 years experience. Good, unstereotyped voice. Quiet, underplayed wit as dj. Experience runs gamut. Excellent play-by-play. Excell production, promotion. Ideas sprout like crab grass. 25, family, university graduate Khrushchev-like energy. Prefer sizeable market. Box 683P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Can sell! Ad lib! Realize air salesmanship means all. Brisk news reporting. Married, will stay at job with future. Re-locate College grad. Box 682P, BROADCASTING.

Personality, eight years, currently New England's 3rd market. Desire personality show, no top 40, top market. Box 684P, BROADCASTING.

First class announcer with first class ticket. Three years experience, news, sales, morning or afternoon dj and community relations. Married, vet, 26, highest personal commendations. Damn poor engineer but have ability and experience in all other phases of radio. Box 686P, BROADCASTING.

Play-by-play and news—young, aggressive, presently employed in booming operation, seeking advancement. 5 years experience. Box 693P, BROADCASTING.

Fast paced dj, knows music, hard and soft sell, family. Box 699P, BROADCASTING.

Announcer-copywriter. Mature college M.A. and broadcasting school. Experienced free-lance adman. Sacrifice salary for opportunity. Box 700P, BROADCASTING.

College grad, speech-radio major. Strong news, commercial, record shows. Mature voice. Tape, best references on request. Box 707P, BROADCASTING.

Announcer. Adult music. News. Dj. Commercials. Cooperative. Creative. Tape available. Box 708P, BROADCASTING.

Experienced dee-jay 10 years. Both formula and standard sounds. Looking for top market slot. Most applicable. Live personality. Authority on sports. Box 711P, BROADCASTING.

Personality deejay with "voice" gimmick. Non-commercial college station experience. Graduate professional broadcasting school. Prefer midwest. Don Beckman, 2311 N. Rutherford Avenue, Chicago, Illinois.

Sales and dj personality gal. Excellent background, versatile, copy writer, experience, vocal artist. Radio or tv. L. Nai. P.O. Box 4, Orange, New Jersey.

Morning man, sports, news: 1½ years experience, 22, married, some college. In south, want same area. Don Noe, P.O. 264, Philadelphia, Miss.

Technical

Engineer, 1st phone, 7 years experience am-fm studio control room, transmitter operation, remotes, routine maintenance. Box 671P, BROADCASTING.

Experienced engineer. 7 years am, some tv, chief, remote control, and 5 kw directional system. Prefer south, will consider other offers. Box 678P, BROADCASTING.

Need man with first class ticket? Many young men registered now. Some with announcing ability. Tell us your needs. Disk Jockey Placement Center, 100 West 42nd St., New York 36, N. Y.

Experienced engineer, twelve years am and fm. Age 50, single, sober, salary is open. Claude Thomas, 729 B. Street, San Diego, California.

Production-Programming, Others

Newsman—accurate, fast coverage, professional delivery, competent writer, 8 years radio-newspaper experience, college, best references, interested radio and/or tv. Box 592P, BROADCASTING.

Experienced farm director looking for larger market. Can also sell. Box 596P, BROADCASTING.

University graduate, English and dramatic arts, 25, married, four years college radio experience in writing, announcing, directing, production, desires position with potential. For resume, write Box 652P, BROADCASTING.

Gal Friday. Can type. Write copy. Trained. Handle show, board. Box 666P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Program director. No wild noises, no sirens, no blasts off. Just adult programming. 14 years experience of working with commercial department will enable me to program your station for the buying adults. Do not reply unless position carries full responsibility of program director. Box 706P, BROADCASTING.

Program director. Strong news ability. Versatile. Administration. Announcing. Copy. References. Box 709P, BROADCASTING.

Music director, college graduate, refugee from schoolband snakepit pressures seeks chance to learn broadcasting on job. Dependable, mature, conscientious. Excellent music and books background. Some writing experience. Locate states or West Indies. Box 716P, BROADCASTING.

Programming, 18 years. Family man, 37. Production spots, all phases radio, fast board man. Established station, no juke box rockers. Box 720P, BROADCASTING.

TELEVISION

Help Wanted—Management

Commercial manager with sales leadership and administrative ability for vhf in large southwestern market. Box 705P, BROADCASTING.

Business manager-Accountant. West Texas television station. Assume full responsibility for general accounting, collections, budget and control. Send complete resume including references and salary requirements. Box 718P, BROADCASTING.

Sales

National sales manager. Must also be able to handle substantial number of local accounts. Texas vhf. Box 703P, BROADCASTING.

Announcers

NBC-ABC affiliated station in a fast growing two station market needs an experienced on-camera announcer. Above average salary and benefits to right man. Supply background, tape and photo in first letter. Write 630P, BROADCASTING.

Experienced commercial tv announcer-director for working supervisory position. Emphasis announcing. Midwest. Send picture, details. Box 645P, BROADCASTING.

Technical

Grow with tv. Adding to staff, prefer recent tech school grad with 1st class license. Experience not necessary. Complete resume first letter. Interview will be arranged. Box 576P, BROADCASTING.

Opportunity for stable, dependable engineer. Must have television experience or excellent radio background. Manager KSWS-TV, Roswell, New Mexico.

First class studio tv technician for central Illinois most rapidly expanding station. Contact Jerry Merritt, WICS-TV, Springfield, Illinois, phone LA. 8-0465.

Immediate opening for experienced video engineer familiar with operation and maintenance tv control room equipment. Permanent position with progressive vhf station. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Tv studio engineer first class license. Experience either DuMont equipment or Ampex video tape acceptable. Resume, references and snapshot in letter. No phone calls. Chief Engineer, WRVA-TV, Richmond, Virginia.

Help Wanted—(Cont'd)

Technical

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production—Programming, Others

Continuity director with speed and commercial creativity for vhf in large Texas city. Box 702P, BROADCASTING.

Southwestern vhf needs excellent copywriter with experience in radio or television. Box 704P, BROADCASTING.

TV writer who writes copy that sells. Send photo, samples, resume and salary requirements to Paul Carter, Creative Director, KCRG-TV, Cedar Rapids, Iowa.

Producer-director for west coast independent. Much local live (studio and remotes). Contact John Jarstad, KTVW (TV), 230 8th North, Seattle.

TELEVISION

Situations Wanted—Management

Young tv general manager of successful fully staffed branch office seeks growth opportunity with agency, producer, etc. A-1 background in motion pictures, client service and education. Box 697P, BROADCASTING.

General manager am-tv. Capable: programming, operations, sales. Immediate availability. Box 710P, BROADCASTING.

Announcers

Announcer-director booth camera over 5 years. Tape, references, resume. Available two weeks notice. Box 650P, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Newsman—Major market, 10½ years radio and tv network news feeds. Top references. Married. Family. Box 680P, BROADCASTING.

Television announcer, 27 3½ years experience, college, service, wonderful wife, eager and prepared; currently employed—only interested in stable job with future. Box 677P, BROADCASTING.

Most versatile commercial announcer, personality, news, sports, dj in nation's number two market. Thousands of network and local shows. Currently network staff. Employer knows of desire to make change and gives A#1 reference. 10 years current market. Family man, 35 years old. Box 681P, BROADCASTING.

Technical

1st phone, RCA graduate, experienced studio, control-room. Presently employed in New York as summer replacement, wishes permanent position. Box 646P, BROADCASTING.

Wanted tv engineer position with a solid well equipped operation in a good market. References. Box 660P, BROADCASTING.

First phone: Combo-man or tv; trained in all phases of broadcasting; tv; and video tape. Married, prefer western states; available now. Jack Wismer, 1453 Tamarind Ave., Hollywood, Calif. PH. HOllywood 9-1938.

Production-Programming, Others

Experienced newsman: Heading tv newsroom, extensive am background. News-in-depth specialist, excellent delivery, record of boosting ratings. Seek news director, good staff job. Box 480P, BROADCASTING.

Comedy actor and writer. Entertainment and radio dj background would like opportunity with tv station. Box 679P, BROADCASTING.

Broadcast & Television Equipment

SALES & MARKETING

The RCA Broadcast and Television Equipment Division has openings for:

BROADCAST FIELD SALES REPRESENTATIVES

To sell complete and highly accepted RCA Broadcast and Television equipment line to station engineers and management.

TV STUDIO EQUIPMENT MARKETING

Home office sales positions, including sales promotion, product planning and occasional customer contact, assisting in the sale of RCA Television Studio and Microwave Relay equipment.

These positions offer a challenge to sales-minded, aggressive men interested in future management opportunities. Experience with television broadcast equipment required. Engineering degree or equivalent practical experience preferred.

For interview, send resume to:

Mr. W. W. Ingham, Dept. ZC-14JA
Professional Placement
RCA Building 10-1
Camden 2, New Jersey

RCA

RADIO CORPORATION OF AMERICA

Industrial Electronic Products

Situations Wanted—(Cont'd)

Production—Programming, Others

Program director, production manager, ten years television experience, also film producing, writing, film buying, film commercials. Desires agency work, best references, resume on request. Box 714P, BROADCASTING.

Film director-cameraman, presently employed, married, family. Will locate anywhere. Box 715P, BROADCASTING.

Film editor, projectionist, can also direct. Two years experience. Available immediately. H. Robert Wheeler, 5724 Clark, Des Moines, Iowa. Phone CR. 4-3004.

FOR SALE

Equipment

Auricon cine-voice with Mitchell 400 ft. Magazine conversion, three lenses, tripod, friction head, and dolly, used 2000 ft only. $1300 f.o.b. DuMont dumitter channel 3, never used. $300 f.o.b. Pancinor lense 20-60 mm. $100 f.o.b. KDIX-TV, Dickinson, North Dakota.

Coax cable, 3⅛", impedance 50 ohms, type 562A Andrew. Twenty 20 ft. length. 50% discount. Balthrope, KEEZ-FM, San Antonio.

RCA combined TBA-250L and type 1-k kilowatt transmitter. Excellent condition. Price $1950 take away. KUTI, Box 261, Yakima, Washington.

General Radio modulation monitor, type 731-B, 2-Gates program line amplifiers, 1 Grey line equalizer, 1 BC-221 frequency monitor. $400 cash takes all. WDBC, Escanaba. Michigan.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

One 37M-4 fm antenna for 95.9mc frequency. Unit has never been used and in original packing crates. Cost $2295.00, but will sell for $1300.00 to station needing it. Contact J. F. Ramsey, WJAY, Mullins, S.C.

Heavy duty 300 foot guyed tower, standing, 304 feet with beacon. Uniform triangular cross section, has base insulator. Strong enough to support side antenna. Excellent condition. WKAN, Kankakee, Illinois.

FOR SALE

Equipment—(Cont'd)

Cheap. 255 foot guyed antenna in excellent condition . . . uniform cross section (wind charged). Standing $1000.00. Call or write Radio Station WNVY . . . Gene Pfalser, Pensacola, Florida.

3 only Lenkurt 950 mc fm STL sets new. Single chan or can be multiplexed. Late equipment unused. Model 72B-1. Will go fast. Technical Systems Corp., 12-01 43rd Ave., L.I.C. 1, N.Y.

Buy, sell, or trade new and second-hand towers 27 used Stainless towers on hand. Ace High Tower Erector, Greenville, North Carolina.

Video monitors. Closed circuit and broadcast. Foto-Video Laboratories, Inc. Cedar Grove, New Jersey, CE. 9-6100.

Presto 6N recorder in console with equalizer A-1 shape. $475.00 federal field strength meter recently recalibratored. $350.00 Wayne Marcy, 4007 Bellaire Blvd., Houston, Texas.

Weather warning receivers for Conelrad and Disaster Weather Warnings Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Ampex master tape duplicator 2 slaves, excellent condition, 1 year old, $7500 terms possible. Call Mr. Sirchio, TR. 9-1111, New York City.

FM, am, tv transmitters, studio consoles cameras, everything in broadcast equipment. Urgently want 250w-10kw fm, am, tv, etc. Call Mr. Charol, Technical Systems Corp., 12-01 43rd Ave., Long Island City, N. Y.

WANTED TO BUY

Stations

Specialist in reviving run-down radio stations. Will invest as working partner or buy outright. Now engaged as radio management consultant. Box 549P, BROADCASTING.

Bought one, want another. Prefer midwest or southwest. $100,000-$250,000 price range. Confidential, please. Box 594P, BROADCASTING.

Small station on or near coast or our island possessions. Box 636P, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Manager-sales manager wants to buy all or part interest eastern radio station. Box 651P, BROADCASTING.

Wanted by successful operator, unprofitable station east or south. Substantial cash available. Write in confidence. Box 696P, BROADCASTING.

Our client interested in investing in radio stations or allied field. Strictest confidence assured. Harris, Kerr, Forster & Company, Att: L. J. Reade, 18 East 48th Street, New York 17, N.Y., PL. 5-7870.

Equipment

250 to 1000 watt fm transmitter, frequence-modulation monitor and antenna. Reply to Box 531P, BROADCASTING.

Complete station equipment for high-band vhf operation. Box 584P, BROADCASTING.

Wanted 500 w or 1 kw transmitter that can be modified to 500. Also interested in other transmitter and studio equipment. Send list price to Box 590P, BROADCASTING.

Wanted: Low cost uhf transmitter for educational television station. Write to Box 661P, BROADCASTING.

3 kw RCA fm txmtr frequency and modulation monitor. 3⅛" coax 4 or 8 bay side mount antennae. Box 675P, BROADCASTING.

300 ft. self-supporting tower, suitable for uhf antenna. WFAR, Sharon, Pa.

I wish to buy 2 transmitters. 1 kilowatt, preferably RCA Victor with turntables and antenna and fm equipment. Address Jesus D. Gonzalez, Radio Station XEAW, Apartado 628, Monterrey, N.L., Mexico.

UHF 1 kilowatt—all items for new station WFAR, Sharon, Pa. Phone Diamond 6-4171.

1 RCA-BTA-250M broadcast transmitter. 2 RCA transcription turntables three speed, type BO-2B. 1 RCA standard consolette type BC-3C. 2 RCA transistor preamplifier equalizer, type BA-26A. Please write Radio Station XEEO, Box 1330, Monterrey, N.L., Mexico.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting Oct. 28, 1959. January 6, March 2, 1960. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

FCC license in six weeks. Resident classes September 28, November 16, January 18. Guaranteed personal instruction by Waldo Brazil, Pathfinder Radio Service, 516 16th St., Oakland, California.

MISCELLANEOUS

Custom radio spots. No jingles. M-J Productions, 2899 Templeton Road, Columbus, Ohio.

THE

HOTTEST STATION IN THE EAST

KQV IN PITTSBURG

Is Looking for a

DISC JOCKEY

Fast pace, modern operation.
Send tape, air check, photographs
and resume to:

Chuck Dougherty, Program Director

K Q V

Pittsburgh 19, Pennsylvania

RADIO

Help Wanted—Management

THE CHANCE YOU HAVE BEEN WAITING FOR

One of the fastest growing and most successful major market radio group operations is looking for a young man to join its top management team. You must have solid experience in sales and/or programming. You should understand and be enthusiastic about modern radio. You must be creative, hard working, loyal and possess sound judgment. If you have these qualifications, are anxious to grow with an expanding organization, and have a reputation which will withstand the closest scrutiny, you may be our man.

Reply
Box 701P, BROADCASTING

Sales

SALES ENGINEER

To travel in Wisconsin, Iowa, Nebraska, selling microwaves, translator, and Closed Circuit TV systems. Salary, expenses plus commissions provides high earning potential with excellent future. Send qualifications to K & M Electronics Co., 10 West 25th Street, Minneapolis, Minnesota.

Announcers

WANTED—
A NEWSMAN WHO:

1. Can air news intelligently . . .
2. Can evaluate news . . .
3. Can write in radio news style . . .
4. Has at least 3 years experience gathering, writing and broadcasting news . . .
5. Wants to move up to one of the East coast's top news operations . . .

AIRMAIL TAPE AND COVERING LETTER IMMEDIATELY TO:

Box 493P
BROADCASTING

ANNOUNCER-ENGINEER

We want a man with management ability, alert, sound ideas and a man who wants to grow with an expanding company. No maintenance. Successful #1 station in medium N. C. market with fine staff and equipment. $85 to start, plus sales and profit-sharing. Send tape and resume.

Box 676P, BROADCASTING

Help Wanted—(Cont'd)

Announcers

SECURITY IN RADIO

Here's good news for married DJ's and Newsmen looking for a secure future. The Nation's newest radio chain is looking for air personnel.

Must be family men, able to work as a team. No stars, no prima donnas, no rock and roll!

Modern Good Music format ready to move into a major market of one million people. Send tape, picture, and complete resume to P.O. Box 8064, Albuquerque, New Mexico.

CALIFORNIA CALLS

Multiple station group needs announcers, salesmen and potential managers. Send complete resume, photo and present salary. Announcer applicants send tape, cut it 7½. A world of opportunity for aggressive, hard working, stable individual in beautiful Monterey and San Luis Obispo counties. Address replies to KSBW AM-TV, Salinas Valley Broadcasting Corp., P.O. Box 1651, Salinas, California.

Production-Programming, Others

PR FOR BFR IN SF

Swinger only. W. K. background abilities a must. Ad-Pub preference. Write George Direct.
Box 687P, BROADCASTING

WRITER, CONTINUITY

Bartell Group needs swinger in San Francisco. Wire or phone quickly to:
Bob Brannon
KYA
#1 Nob Hill Circle

TELEVISION

Help Wanted—Management

MANAGER FOR TOP VHF TV STATION

An outstanding opportunity for person with administrative ability, sales and promotional ideas. Applications will be accepted only from experienced, aggressive management personnel. Excellent salary plus incentive plan. Send photo, complete resume, first letter.

Box 659P, BROADCASTING

TELEVISION

Help Wanted—(Cont'd)

Announcers

CALIFORNIA CALLS

Multiple station group needs announcers, salesmen and potential managers. Send complete resume, photo and present salary. Announcer applicants send tape, cut it 7½. A world of opportunity for aggressive, hard working, stable individual in beautiful Monterey and San Luis Obispo counties. Address replies to KSBW AM-TV, Salinas Valley Broadcasting Corp., P.O. Box 1651, Salinas, California.

TELEVISION

Situation Wanted—Announcers

Are your ratings stagnant or declining because of old hat sportscasters? Knowledge without voice or appearance, or vice versa? I'm looking for a top market and offer authoritative background in sports. Also on camera personality, dee-jay and special events, plus youth, voice and appearance. 12 years experience. I could be your answer.

Box 712P, BROADCASTING

FOR SALE

Equipment

BACKGROUND MUSIC RECEIVERS FOR SALE

Used . . . FM main channel, crystal controlled, 20 KC Muting (can be easily changed). Tuners or receivers with 6V6 audio, all in operating condition. Complete with 13 tubes less crystal. Bids will be accepted in lots of 50 or more. Highest bid over $25.00 per receiver takes. All packing and shipping charges to be paid by buyer.

Box 290P, BROADCASTING.

WANTED TO BUY

Stations

Wanted N.Y. FM Station

Owner of three "FM' stations desires to purchase FM class B station in N.Y. city area. Confidential.
Box 474P, BROADCASTING

Miscellaneous

FUNNYPHONE

Radio's new and successful fun game! 13 entertaining weeks of instantaneous audience reaction. 650 clever Funnyphone questions and answers; formats; teasers; promos, $100. For more details, write or wire:
SPECIALIZED PROGRAMMING SERVICES
Box 694P, BROADCASTING

Continued from page 128

Bcstg. Inc. (WTMB), Tomah. Oral argument in this proceeding is scheduled for Sept. 25. Ann. Sept. 16.

Commission scheduled following proceeding for oral argument on Oct. 23: am application of South Kentucky Bcstrs. (WRUS) Russellville, Ky.

Lawrence W. Felt, Carlsbad, Calif., and **International Good Music Inc., San Diego, Calif.**—Designated for consolidated hearing applications for new fm stations to operate on 103.7 mc. Ann. Sept. 16.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

Granted petition by Broadcast Bureau for extensions as follows to file replies to various petitions in proceeding on am applications of County Bcstg. Corp., Gloucester, Mass., et al.: by Transcript Press Inc., to clarify or enlarge issues requesting programming issues—Oct. 16, to enlarge issues requesting financial qualification issue—Oct. 13, to enlarge issues directed to conformity of proposals of two of competing applicants with provisions of Sec. 3.35 of rules—Oct. 9; by WKOX Inc. for clarification or amendment of issue 5—Oct. 8; by Newton Bcstg. Co. to enlarge issues requesting financial qualifications issue and character qualifications issue in regard to two of competing applicants, as well as standard comparative issues—Oct. 6, and to delete issue—Oct. 5. Action Sept. 18.

Granted petition by Broadcast Bureau for extension of time to Sept. 16 to file responsive pleadings to motion by Midcontinent Bcstg. Co. to change and enlarge issues in proceeding on applications of KSOO TV Inc. (KSOO-TV), Sioux Falls, S.D. Action Sept. 17.

Granted petition by Broadcast Bureau for extension of time to Sept. 30 to file exceptions to initial decision in proceeding on applications of Nick J. Chaconas for new am station in Gaithersburg, Md., et al. Action Sept. 14.

By Chief Hearing Examiner James D. Cunningham

Granted petition by Gulf Coast Bcstrs. to extent that it seeks dismissal of its application for new am station in Moss Point, Miss.; dismissed application with prejudice and retained in hearing status application of Tri-County Bcstrs. Inc., for new am station in Lucedale, Miss. Action Sept. 18.

Scheduled for hearing following proceedings on the dates shown: Dec. 3: Charlotte Amalie, St. Thomas, V.I., tv ch. 10; M&M Bcstg. Co. (WLUK-TV ch. 11), Marinette, Wis.; Dec. 9: Howell B. Phillips and WMCV Inc., for new am stations in Williamsburg and Thompkinsville, Ky.; Dec. 15: am applications WACO Radio Co. Waco, Texas, et al. Millington Bcstg. Co. (WHEY) Millington, Tenn., et al.; Dec. 16: am applications of Martin Karig, Johnstown, N.Y. Rodney F. Johnson (KWJJ) Portland, Ore.; Dec. 18: Marin Bcstg. Inc. (KTIM) San Rafael, Calif., to change trans. site. Action Sept. 11.

Dismissed with prejudice, for failure to file written appearance application of B&M Bcstrs Inc. (KLOS) and retained in hearing status am application of CHE Bcstg. Co. (NSL) both Albuquerque, N.M. Action Sept. 15.

Dismissed with prejudice, for failure to file written appearance, application of Newhall Bcstg. Co., for new fm station in Newhall, Calif., which was in consolidated proceeding with application of American Bcstg.-Paramount Theatres, Inc. (KABC-FM) Los Angeles, Calif., et al. Action Sept. 15.

Granted petition by the Enterprise Co. for extension of time to Sept. 30 to file findings of fact and corrections to transcript of hearing in Beaumont, Texas, tv ch. 6 remand proceeding. Action Sept. 11.

Scheduled hearing for Dec. 14 in proceeding on applications of Hi-Fi Bcstg. Co. and Radio Hanover Inc., for new fm stations in York-Hanover, Pa. Action Sept. 17.

By Hearing Examiner J.D. Bond

Denied informal request by attorney for Donald W. Huff for continuance of Sept. 21 hearing in proceeding on Huff's application and that of Equitable Publishing Co., for new am stations in Lansdale, Pa. Action Sept. 17.

Granted petition by Belton Bcstrs. Inc. for extension of time to Sept. 21 to file replies to petition by Radio Bcstrs. Inc. for enlargement of issues in proceeding on their applications for new am stations in Belton and Waco, Texas, et al. Action Sept. 18.

By Hearing Examiner J.D. Bond

Continued prehearing conference from Oct. 5 to Oct. 7 in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn. et al. Action Sept. 16.

By Hearing Examiner Basil P. Cooper

Scheduled Sept. 28 for Dodge City Bcstg Inc., Liberal, Kan. and Seward County Bcstg. Inc., intervenor, to exchange with all parties testimony in exhibit or documentary form, continued hearing from Sept. 21 to Oct. 13, and dismissed as moot petition by Dodge for leave to submit lay testimony orally at evidentiary hearing, comment on petition and motion for continuance of hearing and for further prehearing conference by Seward in proceeding on Dodge's application for new am station in Liberal, Kan. Action Sept. 17.

Granted petition by Salina Radio Inc. for continuance of time for exchange of affirmative exhibits by applicants from Sept. 15 to Oct. 15 and from Sept. 25 to Oct. 27 for further prehearing conference and notification of witnesses to be called for cross-examination in proceeding on Salina's application and that of Kansas Bcstrs Inc., for new am stations in Salina, Kan. Action Sept. 14.

Pursuant to agreements reached at Sept. 14 prehearing conference continued from Oct. 1 to Dec. 7 evidentiary hearing on applications of W.H. Hansen and Grabet Inc., radio enterprises for new am stations in Tucson, Ariz. Action Sept. 14.

Pursuant to agreements reached at Sept. 15 prehearing conference, continued evidentiary hearing from Oct. 12 to Nov. 16 in proceeding on am applications of Island Teleradio Service Inc., Charlotte Amalie, St. Thomas, V.I., and WPRA Inc. (WPRA), Guaynabo, P.R. Action Sept. 14.

By Hearing Examiner Charles J. Frederick

Scheduled prehearing conference for 2 p.m., Oct. 19 in proceeding on am application of Rodney F. Johnson (KWJJ) Portland, Ore. Action Sept. 16.

Continued prehearing conference from Oct. 5 to Oct. 6 in proceeding on am applications of Tiffin Bcstg. Corp., Tiffin, Ohio, et al.; granted motion by North Shore Bcstg. Corp. (WESX) Salem, Mass., for leave to amend its am application to correct minor errors in coordinates respecting licensed site; WESX is in consolidated proceeding with Tiffin, et al. Action Sept. 11.

By Hearing Examiner Millard F. French

Granted petition by South County Bcstg. Co. for leave to amend its application for new am station in Wickford, R.I., to increase its tower height and length of its ground system radials. Action Sept. 18.

Referred to Commission *en banc* for disposition petition by Camellia Bcstg. Inc. (KFLY-TV) Lafayette, La., for leave to amend its application to specify new ant. site and increase the height of ant. in Lake Charles-Lafayette, La., tv ch. 3 proceeding. Action Sept. 17.

By Hearing Examiner Isadore A. Honig

Denied petition by John W. Davis (KPDQ) Portland, Ore., for sixty days extension of various procedural dates in proceeding on his am application, et al.; on own motion, continued for thirty days all procedural dates now applicable in proceeding on Davis' am application, et al.; further hearing continued from Oct. 21 to Nov. 24. Action Sept. 17.

By Hearing Examiner Annie Neal Huntting

Scheduled prehearing conference at 2 p.m., Oct. 2 in proceeding on application of County Bcstg. Corp., for new am station in Gloucester, Mass., et al.

Scheduled prehearing conference for Oct. 2 in proceeding on am application of Pioneer Bcstg. Co., Spanish Fork, Utah, et al Actions Sept. 18.

Granted motion by Mon-Yough Bcstg. Co. (WMCK) McKeesport, Pa.; reopened record, received in evidence its exhibit 4 and closed record; scheduled certain procedural dates in proceeding on its am application. Action Sept. 16.

STATIONS — FOR SALE

Texas Regional Day, nice profits, medium market $143,000 29%—Southwest Regional Day, high profit operation. $225,000 29%—Texas local Day, small market money-maker, $48,000, $16,500 down. Contact PATT McDONALD, BOX 9266, AUSTIN TEX. GL. 3-8080 or Jack Koste, 60 East 42nd St., N.Y. 17, N.Y. MU 2-4813.

1000 WATT, DAYTIME

High ratings. Southwest major market, population 240,000. Sale necessitated by non-professional, absentee ownership. All reasonable offers from responsible parties will be considered. No brokers please.

Box 662P, BROADCASTING

Minn.	Single	500w	85M	Terms
Ky.	Single	1kw-D	100M	Terms
Cal.	Single	250w	65M	Terms
Fla.	Single	500w	45M	Terms
S.C.	Single	1kw-D	39M	Terms
Cal.	Single	250w	33M	Terms
Iowa	Small	1kw-D	116M	Terms
Ky.	Single	1kw-D	100M	Terms
Minn.	Single	1kw-D	105M	Terms
Ariz.	Small	1kw-D	70M	Terms
N.C.	Second	250w	78M	Terms
La.	Medium	1kw-D	150M	Terms
Ala.	Metro	5kw-D	195M	Terms
Miss.	Metro	1kw-D	98M	Terms
S.E.	Major	5kw-D	225M	Terms
Mid	Major	500w	475M	Terms

And others.

PAUL H.
CHAPMAN COMPANY
INCORPORATED
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Atlanta
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New York
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Please address:
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RADIO-TELEVISION STATIONS
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Experienced Broadcasters
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Security Bldg. Davenport, Iowa

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

SOMEONE GETTING YOUR SHARE?

Our full share of attention is always paid to your problem of buying (or selling). To buy or sell in the dynamic west, contact George E. Wilson & Associates in Spokane. Box 751, Spokane 10, or call MAdison 4-3921.

Granted motion by Beaumont Bcstg. Corp. for various corrections to transcript and afforded five days for objections in Beaumont, Tex. tv ch. 6 remand proceeding. Action Sept. 16.

By Hearing Examiner H. Gifford Irion

Granted petitions by North Shore Bcstg. Inc., Madison, Wis., for leave to amend its am application to change from unlimited time to daytime only, power from 500 w, DA-1, to 500 w, DA-D and ant. system from six-tower array to one of four towers; application is in consolidated hearing with am applications of Radio St. Croix Inc., New Richmond, Wis., et al. Action Sept. 16.

Issued statement and order governing hearing in proceeding on am applications of Radio St Croix Inc., New Richmond, Wis., et al.; divided applicants into groups a, b, and c, and scheduled hearings on engineering aspects for Nov. 24, 1959, Jan. 11, and Feb. 1, 1960. Action Sept. 17.

By Hearing Examiner H Gifford Irion

Granted petition by Norman E. Kay and continued hearing from Sept. 17 to Nov. 23 in proceeding on his application for new am station in Del Mar, Calif. Action Sept. 14.

By Hearing Examiner Jay A. Kyle

Granted motion by Marshall County Bcstg. Inc., for extension of time from Sept. 30 to Oct. 13 to file proposed findings of fact and conclusions and from Oct. 12 to Oct. 26 to file replies in proceeding on its application and that of Walter G. Allen for new am stations in Arab and Huntsville, both Alabama. Action Sept. 16 .

Scheduled prehearing conference for Oct. 13 in proceeding on application of Newhall Bcstg. Co. for new fm station in Newhall, Calif., et al. Action Sept. 17.

Scheduled hearing for Sept. 21 in proceeding on applications of Sheffield Bcstg. Co. and J.B. Falt, Jr., for new am stations in Sheffield, Ala. Action Sept. 11.

By Hearing Examiner Forest L. McClenning

By order, formalized certain agreements reached at Sept. 10 prehearing conference in proceeding on am application of Suburban Bcstg. Inc. (WVIP) Mount Kisco, N.Y., and continued hearing from Oct. 9 to Nov. 24.

By order, formalized certain agreements reached at Sept. 11 prehearing conference in proceeding on application of Beacon Bcstg. System Inc., for new am station in Grafton-Cedarburg, Wis., et al., and continued hearing from Oct 15 to Dec. 9. Actions Sept 14.

By order, formalized certain agreements reached at Sept. 17 prehearing conference in proceeding on am application of Bloom Radio (WHLM), Bloomsburg, Pa.; continued hearing from Nov. 9 to Nov. 19. Action Sept. 17.

By Hearing Examiner Herbert Sharfman

On request by KSOO-TV Inc (KSOO-TV) Sioux Falls, S.D., continued hearing from Sept. 17 to Sept. 24 in proceeding on its applications. Action Sept. 14.

Continued to dates to be set by subsequent order prehearing conference scheduled for Sept. 25 and hearing scheduled for Nov. 23 in proceeding on am application of Mid-America Bcstg. System Inc., Highland Park, Ill., et al. Action Sept. 15.

Granted motion by Robert L. Lippert for continuance of further prehearing conference from Sept 28 to Oct. 28 in proceeding on his am application and that of Mid-America Bcstrs. Inc. (KOBY) Fresno and San Francisco, Calif. Action Sept. 16.

By Hearing Examiner Elizabeth C. Smith

Rescheduled for 2 p.m., Sept. 15 Greensboro-High Point, N.C., tv ch. 8 prehearing conference which was scheduled for 11 a.m., that date. Action Sept. 14

BROADCAST ACTIONS

By Broadcast Bureau
Actions of September 18

KCJH San Luis Obispo, Calif.—Granted assignment of cp to **Christina M. Jacobson** and **Leslie H. Hacker**, d/b as Radio Station KCJH.

KTWO-TV Casper, Wyo.—Granted mod. of license to change studio location and waived Sec. 3.613 of rules.

WPRY Perry, Fla.—Granted 60 days extension authority to sign-on at 6:30 a.m. to sign-off at 6:30 p.m. pending approval of application for specified hours.

Actions of September 17

KLTV (TV) Tyler, Tex.—Granted assignment of license to **Channel Seven Inc.**

KASK-AM-FM Ontario, Calif. — Granted assignment of license and cp to **Mrs. Jerene Appleby Harnish**, et al.

KYME Boise, Idaho—Granted mod. of license to operate by remote control.

WTTC-FM Towanda, Pa.—Remote control permitted.

Actions of September 16

WXEX-TV Petersburg, Va.—Granted acquisition of positive control by **Lee Bcstg. Corp.** through purchase of stock from **Irvin G. Abeloff.**

WMCP Columbia, Tenn.—Granted transfer of control from **B. C. Eddins** and **John R. Crowder** to **B. C. Eddins, John R. Crowder** and **T. Earl Williford.**

KYOS Merced, Calif. — Granted involuntary transfer of negative control for **Glenn E. McCormick**, deceased, to **Lou C. McCormick**, executrix of estate of Glenn E. McCormick, deceased.

WAAF Chicago, Ill.—Granted involuntary transfer of control from **Ward A. Neff**, deceased, to **The First National Bank of Chicago** and **Adah W. Neff**, co-executors of estate of Ward A. Neff, deceased.

KITE Terrell Hills, Tex.—Granted license covering cp which authorized change of hours of operation, increase daytime power, install new trans. and DA-N, make change in ground system and change studio and station location.

KNBA Vallejo, Calif.—Granted mod. of license to change name to **Mary Elizabeth Reid.**

WPLO-AM-FM Atlanta, Ga. — Granted mod. of license to change name to **Plough Bcstg. Inc.**

KSEI Pocatello, Idaho—Granted mod. of license to operate by remote control using DA-N; conditions.

WHOS-FM Decatur, Ala.—Granted cp to install new trans. and decrease ERP to 2.35 kw.

WGH Newport News, Va.—Granted cp to install new trans. as alternate main trans.

KEFM (FM) Oklahoma City, Okla.—Granted cp to change ant. trans. location and studio location; ERP 2.9 kw.

KGMI (FM) Bellingham, Wash.—Granted mod. of cp to change type trans. and decrease ERP to 16.5 kw.

WYFE New Orleans, La.—Granted mod. of cp for extension of time to Oct. 30 to file application for license covering new trans. to be used as alternate main trans. at present main trans. location to be operated by remote control.

Following stations were granted extensions of completion dates as shown: WCAS Gadsden, Ala. to March 21, 1960; WSAR Fall River, Mass. to Oct. 30; WTTV-FM Bloomington, Ind. to Dec. 1; KITT (FM) San Diego, Calif. to Feb. 1, 1960; WDRC-FM Hartford, Conn. to Dec. 5; KBAY-FM San Francisco, Calif. to Dec. 8; KSYX Santa Rosa, N.M. to March 14, 1960; KRCW (FM) Santa Barbara, Calif. to Dec. 15; WSID-FM Baltimore, Md. to Dec. 19; WKNA (FM) Charleston, W.Va. to April 1, 1960; KGMI (FM) Bellingham, Wash. to Jan. 1, 1960; KDOL Mojave, Calif. to Jan. 30, 1960; WHEO Stuart, Va. to Jan. 30, 1960; KSSS Colorado Springs, Colo. to April 4, 1960; WREA East Palatka, Fla. to Dec. 1; WINQ Tampa, Fla. to Dec. 15.

Actions of September 15

KKTV (TV) Colorado Springs, Colo.—Granted mod. of cp to make changes in ant. system and other equipment (aux. ant.).

KAPI Pueblo, Colo.—Remote control permitted.

KBUD Athens, Tex.—Remote control permitted.

WBNR Beacon, N.Y.—Granted extension of completion date to Dec. 31.

KELY Ely, Nev.—Granted authority to sign-off at 6 p.m. for period ending Jan. 1, 1960.

Actions of September 14

WKLK Cloquet, Minn.—Granted transfer of control from **Parker Childs, Walter F. Stock** and **Frank Benkoski** to **Harry Newby.**

WSPD-TV Toledo, Ohio—Granted cp to install. aux. trans. at new main trans site.

KALA (TV) Wailuku, Hawaii — Granted mod. of cp to change from ch. 8 to ch. 7; specify studio location; make changes in ant. system and other equipment; ERP vis. 11.7 kw, aur. 5.89 kw; ant. 5,940 ft.

KSYD-TV Wichita Falls, Tex. — Granted extension of completion date to Nov. 14.

WJZ-TV Baltimore, Md.—Granted extension of completion date to Nov. 4.

PETITION FOR RULE MAKING FILED

WBEN Inc., Buffalo, N.Y. (9-11-59)—Requests amendment of rules so as to prohibit regional stations (Class III) from operating with their daytime facilities prior to local sunrise. Ann. Sept. 18.

PETITIONS FOR RULE MAKING DENIED

Coastal Bend Television Co. (KVDO [TV]), Corpus Christi, Tex. (6-29-56)—Denied petition requesting amendment of Sec. 3.606 of rules so as to make following changes: Redesignate ch. 6 or 10 as educational reservation in Corpus Christi and make ch. 16 available for commercial operation. In alternative, reassign ch. 6 and/or ch. 10 as follows: 1. Delete ch. 6 from Corpus Christi and assign it to one of following cities in Texas: Uvalde, La Pryor, Carrizo Springs or Crystal City; 2. Delete ch. 10 from Corpus Christi and assign it to one of following cities in State of Texas: Palacios, Port Lavaca, Matagordo, Bloomington or Placedo (sometimes referred to as Placid Junction). Denied by memorandum opinion and order and notice of proposed rule making adopted Sept. 9, 1959 and released Sept. 11, 1959. Ann. Sept. 18.

National Association of Broadcasters, Washington, D.C. (5-20-59)—Denied request amendment of rules so that so-called "teaser announcements" be given separate consideration apart from advertising announcements wherein product or service is actually offered; or in alternative, that Commission issue administrative interpretation of Sec. 3.119 (e) consonant with suggested proposal. Denied by memorandum opinion and order adopted Sept. 9, 1959 and released Sept. 14, 1959. Ann. Sept. 18.

PETITIONS FOR RULE MAKING DISMISSED

Fisher Broadcasting Co., Portland, Ore. (4-9-59) — Dismissed requested change as follows: Salem, Ore—3 plus, 18 minus, 24 plus, 66. Subject to condition that trans. of any station using the channel be located at distance no less than that specified by Sec. 3.610 of rules, from any authorized or proposed trans. site for operation on ch. 2 in Portland, Ore. Dismissed by memorandum opinion and order adopted Sept. 9, 1959 and released Sept. 14, 1959.

KTNT-TV Tacoma, Wash. (4-14-59)—Dismissed request that Commission specifically condition future use of ch. 3 at Salem, Ore., on specification of trans. site at least 60 miles from trans. site of three existing stations that serve Portland. Dismissed by memorandum opinion and order adopted Sept. 9, 1959 and released Sept. 14, 1959. Ann. Sept. 18.

License Renewals

Following stations were granted renewal of license: KABQ Albuquerque, N.M.; KDEF Albuquerque, N.M.; KELK Elko, Nev.; KLGN Logan, Utah; KLMX Clayton, N.M.; KLUB Salt Lake City, Utah; KNOT Prescott, Ariz.; KOAL Price, Utah; KOB Albuquerque, N.M.; KRSN Los Alamos, N.M.; KSL Salt Lake City, Utah; KTAN Tucson, Ariz.; KWOR Worland, Wyo.; KYME Boise, Idaho; KZIN Coeur d'Alene, Idaho; KDYL-FM Salt Lake City, Utah; KRSN-FM Los Alamos, N.M.; KSL-FM Salt Lake City, Utah; *KANW (FM) Albuquerque, N.M.; *KFCA (FM) Phoenix, Ariz.; *KVSC (FM) Logan, Utah; KBOI-TV Boise, Idaho; KFBC-TV Cheyenne, Wyo.; KGUN-TV Tucson, Ariz.; KID-TV Idaho Falls, Idaho; KIVA (TV) Yuma, Ariz.; KLEW-TV Lewiston, Idaho; KLRJ-TV Henderson, Nev.; KOLD-TV Tucson, Ariz.; KOOL-TV Phoenix, Ariz.; KPHO-TV Phoenix, Ariz.; KSL-TV Salt Lake City, Utah; KTVB (TV) Boise, Idaho; KTVK (TV) Phoenix, Ariz.; KTVT (TV) Salt Lake City, Utah; KUTV (TV) Salt Lake City, Utah; KVAR (TV) Mesa, Ariz.; *KNME-TV Albuquerque, N.M.; *KUED (TV) Salt Lake City, Utah; KVII-TV Amarillo, Tex.; KELP-TV El Paso, Tex.; KRBC-TV Abilene, Tex.; KCOR-TV San Antonio, Tex.; KFJZ-TV Fort Worth, Tex.; KPLT Paris, Tex.; KWSC Pullman, Wash.; KCKN Kansas City, Kan.; KCRG Cedar Rapids, Iowa; KCRS Midland, Tex.; KPET La Mesa, Tex.; WOC Davenport, Iowa; K74AK, K78AD, Television Improvement Assn., Ukiah, Calif.; KRIB Mason City, Iowa.

THIRD PROPOSAL IN CLEAR CHANNEL PROCEEDING

By third notice of further proposed rule making in docket 6741, Commission invites comments on proposal to provide for assignment of new class II stations on 23 clear channels, new stations to be located in selected states. For list and other related information on proposal see story in "Government" section.

YOU GOT TO BE GOOD IN PEORIA.

WPEO IS.

RELAX A MINUTE. FORMULA RADIO HAS BECOME A DIRTY PHRASE. WE DON'T USE IT. OUR PROGRAMMING IS A TECHNIQUE. IF IT'S A POPULAR SONG WE PLAY IT. IF IT WAS A GREAT SONG WE PLAY IT. WE LIKE HOUSEWIVES. AND VICE VERSA. TAKE NEWS. WE KEEP IT HARD AND EXCITING. (OUR NEWS EDITOR IS THE BEST MAN IN THE RADIO FIELD. HE IS A RUNNING, HUSTLING JESSE WHO IS ONLY FIRST ALL THE TIME.) WE USE TAPE AND BEEPER PHONE. MOST NEWS IS AT :55 AND :25. (PEOPLE ARE BETTER REACHED AT :25. DROP IN AND WE'LL PROVE IT.)

WE'RE PROMOTERS. RADIO IS A BUSINESS OF GOOD IDEAS. WE THINK WE HAVE THEM. METRO PULSE AND AREA PULSE CONFIRM THIS. (WPEO STATION PROMOTIONS USUALLY POINT TO A CASH PRIZE -- WE THINK THERE IS NO SUBSTITUTE FOR MONEY.)

SECOND LARGEST MARKET IN ILLINOIS, WE'RE 78th NATIONALLY IN POPULATION, 71st IN CONSUMER SPENDABLE INCOME, 71st IN RETAIL SALES PER HOUSEHOLD, 75th IN DRUG SALES, 67th IN AUTOMOTIVE...IN OTHER WORDS, 'WAY BETTER THAN AVERAGE. IT'S NOT AN OVER-RADIOED MARKET.

WE'RE 1,000 WATTS DAYTIME ON 1020 CLEAR CHANNEL. SIGNAL IS BRIGHT AND CLEAN. JUMPS OUT AT YOU ON THE DIAL.

HATE TO BORE YOU WITH RATINGS AND COVERAGE BUT THIS IS A FULL PAGE. JULY PEORIA PULSE SHOWS WPEO WITH 31.5% OF 6 A.M.--6 P.M. AUDIENCE AND 35 1st-PLACE QUARTER HOURS (NEXT HIGHEST: 27%). EIGHTEEN-COUNTY AREA PULSE EQUALLY HEADY -- WPEO 50% BETTER THAN RUNNER-UP 6 A.M. TO NOON, 64% BETTER NOON TO 6 P.M.

WPEO IS A ONE-RATE-CARD STATION WITH THE LOWEST CP/M IN PEORIA. AND YOU CAN'T COVER PEORIA FROM ST. LOUIS OR CHICAGO. THERE'S NO NEED TO TRY. WPEO'S AVAILABLE. CHECK OUR REPS, ADAM YOUNG INC.

OUR RESPECTS TO . . .

Richard Lindsay Foote

"Last autumn was the biggest in national spot tv history," says Richard L. Foote, executive vice president of Blair Television Assoc., "and this fall will be more of the same."

Important and good news as this is for tv businessmen (BROADCASTING, Sept. 21), for Mr. Foote it's a time to plug up obvious gaps.

For example, there's the critical situation of many advertisers who "miss the boat," in his opinion, by failing to realize they can "sell a lot in 20 seconds." Minute commercials have crowded many schedules to the extent that advertisers in some markets have only fringe time available for 60-second spots. But advertisers are becoming aware—"the swing may be coming about," he says.

The job now, he believes, is to "convince the national advertiser that spot rates actually make up a good advertising deal." Though few in the business will admit it, he propounds that spot tv is "underpriced" and the old-hat saying that "nothing sells like tv" is worth repetition.

A Blair Man • Mr. Foote is young, keen-eyed and enthusiastic about tv, his job, the Blair organization and especially Blair Television Assoc. (The Blair organization also includes Blair-Tv, which represents tv stations mainly in the top 25 markets and John Blair & Co., the radio parent).

His enthusiasm springs from a knowledge that he helped build Blair Television Assoc. to a point where it's entrenched in the rep field though it's only five years old this month.

Perhaps Mr. Foote for all his youth is old-fashioned since the credo at Blair Television Assoc. is to sell "all day, every day." During the three-year period that the organization made a major effort to build its client station list to 26 outlets in "major medium markets," Mr. Foote was directing—under President John Blair's guidance—an expansion of the sales staff.

Emphasis was only partly on youth. "We sought experienced people; we wanted key executives," Mr. Foote explains. Men were drawn from stations, networks, agencies and other representative firms. Prospective salesmen underwent psychological tests and were interviewed as to work aptitudes to determine their "sales temperament" (a procedure still followed). As a result, Mr. Foote observes with pride, "our turnover rate is extremely low."

His Own Career • The story of Mr. Foote's career best illustrates the fetish for a "sales temperament."

Although he learned to pilot a B-29 in wartime, it was the tv business that kept him up in the air. Over the years (and he's only 37) Mr. Foote logged hundreds of thousands of air miles as a passenger on commercial flights.

A wall plaque hangs in his office. It was awarded by an airline and credits him as a member of the "100,000 Mile Club." Five stars are on the plaque, each representing 100,000 miles of air travel, or a total for him of 500,000.

There were sound business and sales reasons for this five-star record. Back in July 1956 when his organization had an 11-station list and some people scratched their heads over whether or not the fledgling firm would "make it," Mr. Foote worked out a master plan of research and an analysis on every top medium market in the U.S. and its stations.

First came nights of poring over charts and figures, including even a study of J. Walter Thompson's concept of Interurbia (one market runs into another because of suburban growth). Then came action: over 35 months, Mr. Foote flew by night and gave slide presentations by day to an estimated 233 stations.

No Second Team • The object of this city-hopping was to convince stations that "we are media sales specialists; we had to get rid of any misconception that we were Blair's 'second team'."

Richard Lindsay Foote was born May 10, 1922, in Detroit. His family moved to New York in 1934. On an athletic scholarship he attended Kimball Union Academy (in New Hampshire), which serves as Dartmouth's preparatory school. At Kimball he played football and basketball. He entered Dartmouth in 1942 but soon left to enter the Air Force during World War II. Upon return to civilian life, he continued his study at Columbia U.'s school of business, played junior varsity basketball, handled four campus jobs to help pay his way and in 1948 was graduated with a bachelor of arts degree and a major in marketing.

BLAIR TV ASSOC.'s FOOTE
His outfit's no longer a stepchild

His first job was as a page at NBC for a short period, joining Snow Crop Foods in sales in New York and in 1951 moving to Forjoe, station representation firm, as a time salesman. In 1953, he was selling time at WFTL-TV Fort Lauderdale, Fla., a uhf station, where he learned about a local station's operation and problems in a market that is intermixed.

A year later, he joined Hoag-Blair in New York as its first sales executive. He was eastern sales manager when Hoag-Blair became Blair Television Assoc. in July 1956 and in the reorganization was elected executive vice president.

Sell the Market • Mr. Foote explains how Blair Television Assoc. gets sales results for its stations. Other than the sheer physical labor of sell, sell, sell, his firm found that there won't be any results unless stations are on media lists of agencies. Hence top priority has been given to salesmen contacting agencies and first selling the agency on the market. Unless the market has ranking at the agency, the station in the market—no matter how well it pulls—is handicapped when campaigns are placed.

Once the market is sold, the next phase is to "build for availabilities." And then comes the full selling effort. Along this line, Mr. Foote and staff have sought to encourage stations—whether or not Blair Television Assoc. represents them—to initially sell the market through advertising and promotion and by contacting distributors and brokers as well as other national representatives of the advertiser. Along with the market's strength goes the message of spot tv's ability to sell in the market for the advertiser.

The Footes have a home in Greenwich, Conn., a commuter-train ride from New York City. His wife, the former Laurine Collins, whom he married in New York 10 years ago, is a singer, who performs for charity (at hospitals and old folks homes, etc.). They also have a summer home at Candlewood Lake in Connecticut. Over three years, the Footes built an 18-foot runabout (50 horsepower motor) on a part-time, weekend basis. Their top sport: skimming the water on skis and on spinning "saucers."

EDITORIALS

The better to serve

THERE's another side to commercial broadcasting seldom recognized by those who gleefully brand television and radio as a melange of pistols and pop singers. It's the public service side.

Last week more than 150 broadcasters, mostly managers and program managers, left their offices at the beginning of the new broadcast season to join a seminar that had one goal—improvement of public service programming.

Under the leadership of Westinghouse Broadcasting Co., these broadcasters worked for three days from breakfast to midnight and later. They were seeking ways to contribute to their communities, shunning the diversions available in California to listen to more than 100 speakers and to take part in discussions. The results of these constructive sessions will be reflected in the programming of broadcasters and in their enhanced audience impact.

The catch phrase

IT IS too early to measure the effects which the RCA-NBC antitrust settlement of last week will have on broadcast operations. There is no doubt, however, that there will be effects and that other companies in broadcasting will be unable to ignore them.

One needs no special knowledge of the law to recognize that a precedent was set last week in Philadelphia. To be sure, there was no trial, no admission of the government's charges, no determination of guilt or innocence. But the mere fact that RCA and NBC entered an agreement that cost them valuable properties and limited their freedom of negotiation in other dealings lends weight to the government's position in the case.

The government's position was based on the charge that RCA-NBC forced Westinghouse to an exchange of stations by threatening to withdraw NBC television affiliations. To the degree that the government's position is sustained by the consent judgment of last week, to the same degree it is established that a network's power to affiliate or disaffiliate constitutes an economic weapon which can be used for coercive purposes.

The "coercive use of the network's power of affiliation" was a phase that appeared several times in the Justice Dept.'s own announcement of the consent judgment last week. It is a phrase that will be used again. The danger is that it will be used in a forum other than the courts—in the FCC, for example.

It would be hard to convince RCA and NBC, we are sure, that there was any virtue whatever in the action that they settled last week. It will comfort them not a bit to be told that their experience took place in the appropriate jurisdiction. For the victim, it is no less painful to be deprived of his substance by due process of law than to be robbed of it at gunpoint.

Yet there is a profound difference in those methods of extraction. It is a difference which broadcasters may pray will continue to be recognized by the many arms of government.

The antitrust laws are complex, their interpretations manifold and frequently subtle. It is the peculiar function of the U.S. Dept. of Justice to prosecute violations when it feels it has grounds to do so, and the peculiar (and difficult) function of the courts to decide whether the defendants are guilty or innocent. The due process of law was observed in the RCA-NBC case. This process would be corrupted if another agency of government sought to use the case as an excuse for inventing regulations governing broadcasting.

Now under consideration at the FCC are proposed regulations stemming from the FCC's special network study of a few years ago. The rationale for some of these proposals is that present network practices, in one respect or another, violate the antitrust laws. It will be tempting for some of the more ardent backers of these proposals to cite the RCA-NBC case as an argument in their behalf.

We suggest that, to the contrary, the RCA-NBC case is an argument for the adequacy of present laws. The case was brought to a conclusion which was satisfactory to the government. It in no way implies an endorsement of the outcome to say that if a wrong existed, the wrong-doer received a penalty—and a stiff one at that. If the RCA-NBC case proves anything, it is that the machinery already exists for the correction of undesirably monopolistic practices in network operation. No more machinery is needed.

Yet, as we say, the phrase "coercive use of the network's power of affiliation" will unquestionably be heard again, in whatever context it best fits the purpose of critics of the present system. By implication, if not by court judgment, the phase has been given a measure of acceptance. It will be the job of all networks to see that "coercive use" and "power of affiliation" are not applied in conjunction.

Anticipating trouble

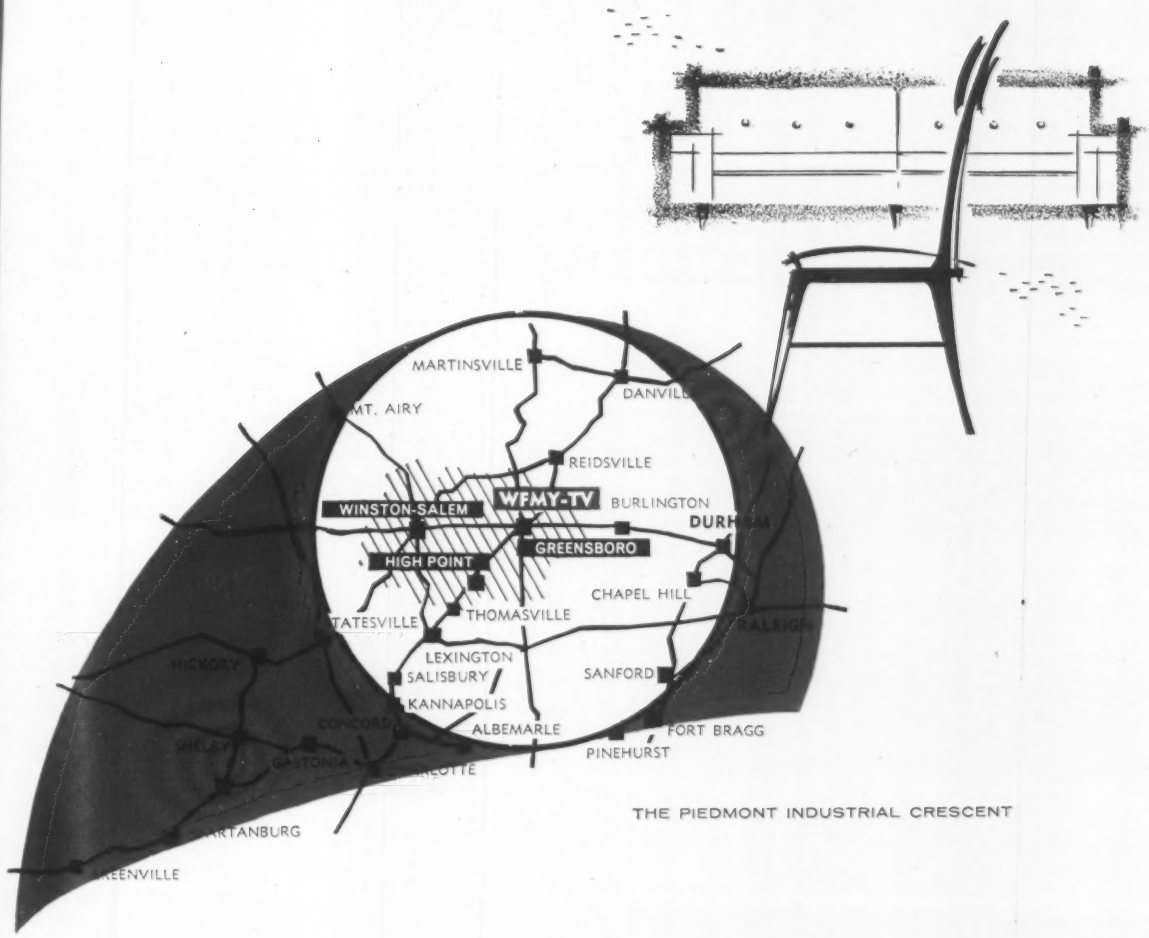
THE NAB Tv Code Review board has taken a broad approach to the problem of keeping commercials for intimate personal products in good taste and keeping television broadcasters out of trouble. Its series of do's-and-don'ts, designed as a guidepost, will be given wide circulation as the result of a liaison set up with the Assn. of National Advertisers, Advertising Federation of America and American Assn. of Advertising Agencies.

At the very least, this new procedure provides improved communications for the code board's long-range effort. The preventive-medicine action was based on the belief that television was beginning to head in the wrong direction. A special subcommittee has spotted what it considers a trend toward harder-sell commercials that unduly dramatize bodily functions and ailments. The trend is not alarming but it could be if unchecked.

The code board's new guidepost (BROADCASTING, Sept. 21) is a well-considered document deserving serious study. But each broadcaster must remember that the final decision is up to him. He must decide what commercials go on the air, whether network or spot. The decision is easier as a result of the code board's work.

Drawn for BROADCASTING by Sid Hix

"He'll be well enough to be back on the job Monday, Mr. Purdy . . . that is, unless the series runs to seven games."



THE PIEDMONT INDUSTRIAL CRESCENT

the **FURNITURE** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's giant furniture industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

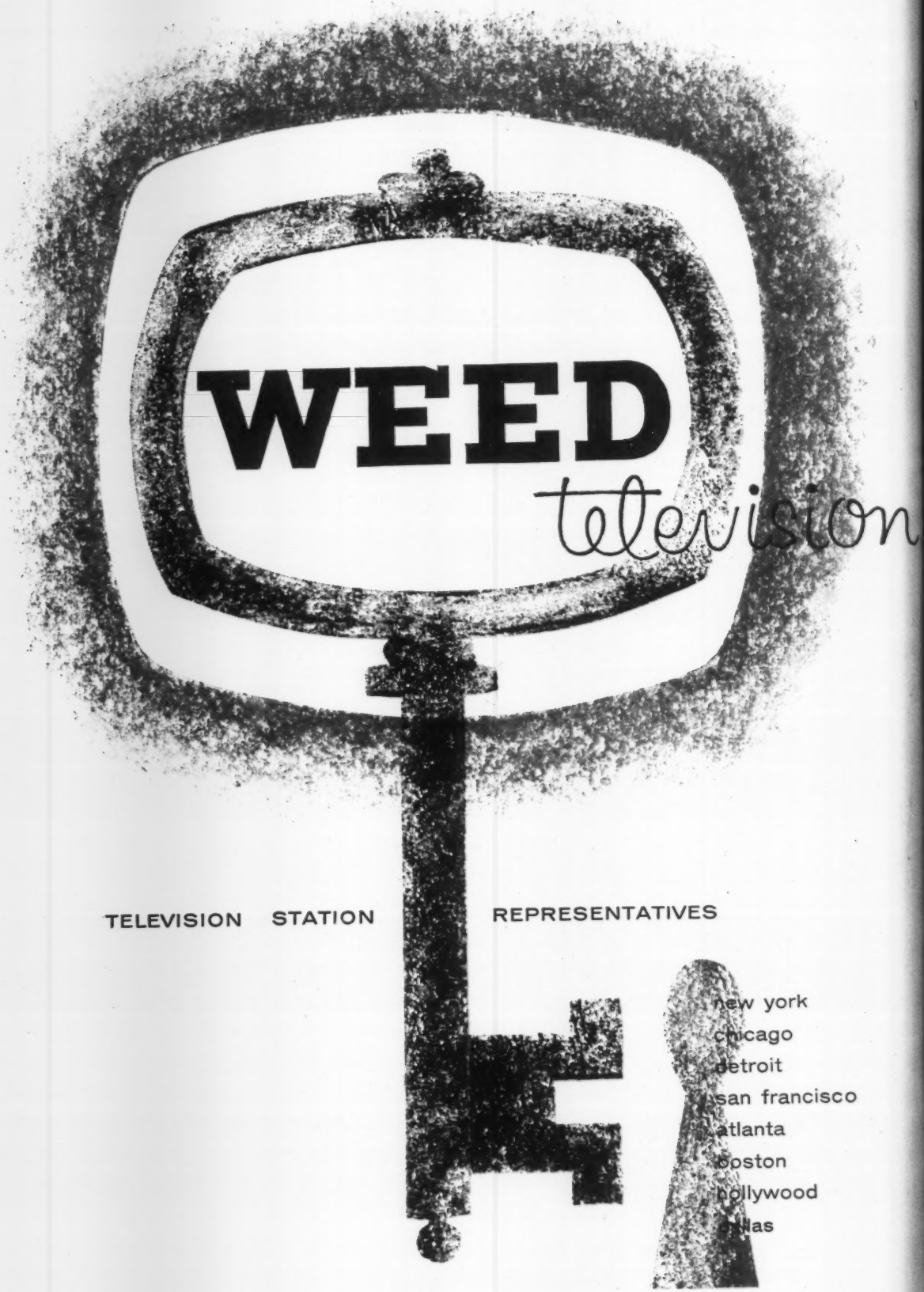
wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 10th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS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